



**CITY OF MODESTO  
GOLF COURSES ADVISORY COMMITTEE  
Held via TeleConference  
(To access meeting, please see instructions below)  
Wednesday, January 18, 2023 at 8:00 a.m.**

\*Please Note: In order to respond to COVID-19, and pursuant to the Governor’s Executive Order N-29-20, the City will hold this meeting via teleconference and Committee Members will be calling in.

\*Roll Call – Golf Courses Advisory Committee

Ricardo Semeria, Chair  
Laurie Salvi  
Vince Hansen  
Pam Giusto  
Jim Spelman  
Doug Lemcke  
Michelle Buer  
Karen Burch

The City of Modesto is now offering the ability to view and participate in Commission and Committee meetings via telephonic conferencing via “Zoom” video conferencing computer technology. The meeting may be accessed through the use of Zoom using the following options:

- Enter the following link into an Internet Browser
- <https://us06web.zoom.us/j/87348371883?pwd=OS9ja285Rk9HQVBxVTU2eDBxa3Zodz09>
- Enter the following link into an Internet Browser <https://zoom.us/> and using the Webinar ID 873 4837 1883
- Password 204130

To use Zoom, please visit: <https://zoom.us/> and either sign-up for a free Zoom account or continue as a guest. Once you have downloaded the app onto your mobile device, joined from your web browser, or downloaded the Zoom software on your computer you will be ready for the upcoming Commission and Committee meeting.

**Joining the Committee meeting via Telephone**

If you don’t have a smart phone or computer to access the meeting via Zoom, you can participate by phone, by calling 1-877-853-5257 (Toll Free) or 1-888-475-4499 (Toll Free) and enter the Webinar ID 873 4837 1883.

**Providing Public Comment on Zoom and by Telephone**

The Commission and Committee Chairmen will request public comment during the Public Comment periods on the meeting agendas and during each Regular Calendar Item on the Agenda. Once the Chair has announced the public comment period, please do one of the following.

USING A COMPUTER OR SMART PHONE APP:

- Click on the “Raise Hand” feature in the webinar controls. This will notify City staff that you have raised your hand.
- City staff will unmute your microphone when it is your turn to provide public comment.
- A prompt will appear to confirm you would like to be unmuted and then you will have three minutes to provide public comment.
- Once your public comment has ended, you will be muted again.

USING A REGULAR PHONE (not using a computer or smart phone APP):

- Dial \*9 (star 9), this will notify City staff that you have “raised your hand” for public comment.
- City staff will unmute your microphone when it is your turn to provide public comment.
- You will hear “you are unmuted” and then you will have three minutes to provide public comment.
- Once your public comment has ended, you will be muted again.
- If your phone is unmuted, and you are unable to be heard, the host may ask that you Dial \*6 to toggle mute on/off in Zoom.

## **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 MEMBERS – Via Teleconference (ZOOM)**

### **II. APPROVAL OF MINUTES**

November 16, 2022 (Attachment 1)

September 16, 2022 (Attachment 2)

### **III. WRITTEN COMMUNICATIONS**

None

### **IV. OLD BUSINESS**

### **V. NEW BUSINESS**

- A. BrightView Report
- B. KemperSports Reports
- C. First Tee Report
- D. City Staff Report
  - 1. Dryden & Creekside Updates
  - 2. Former Muni Site Update
  - 3. Financials
    - a) KemperSports Financial Summaries
    - b) Golf Fund Budget vs. Actual

## **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 \_\_\_\_\_ by \_\_\_\_\_ on the bulletin board at Tenth Street  
Place.

**MINUTES**

**City of Modesto  
Golf Courses Advisory Committee  
Held via TeleConference  
November 16, 2022**

PRESENT: Laurie Salvi, Doug Lemcke, Ricardo Semeria (late), Pam Giusto, Karen Burch, and Michelle Buer

ABSENT: Vince Hansen and Jim Spelman

STAFF: Bob Quintella and Jessica Franco

GUESTS: Scott Dickson, Kelly Smith, and Arnold Fidalgo

I. CALL TO ORDER

Laurie Salvi called the meeting to order at 8:07 a.m.

II. APPROVAL OF MINUTES

None.

III. WRITTEN CORRESPONDENCE

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView Report

Scott Dickson presented the attached report. The Committee also discussed on gopher and irrigation problems. BrightView is working on both issues and is prioritizing irrigation improvements in 2023.

B. KemperSports Report

Kelly Smith presented the attached report.

C. First Tee Report

None.

D. City Staff Reports

1. Dryden & Creekside Updates. – Bob Quintella reported that a new pipeline is going through the back of the Dryden course at #2, through the fairways and part of #9, and through the parking lot to Roselawn Avenue. Temporary fencing will be installed in December and the work is schedule through February.

The Dryden clubhouse insurance claim continues and the City is getting prices to see what it will cost to tear the building down completely. The architect is continuing on the next phase. Vegetation management behind #17 has been contracted.

For Creekside, staff is working on fixing the double doors. Repairs are delayed due to supply chain issues.

2. Former Muni Site Update – Bob Quintella reported there was a fire at the former clubhouse and the City is working on plans to demolish the building. In addition, after two community meetings, the City plans to retain a land use planner to look at future development options for the former golf course.

3. Financials. Kemper Sports Financial Summaries and Golf Fund Budget vs. Actual

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

The meeting was adjourned at 9:04 a.m. The next meeting is scheduled for January 18, 2023 at 8:00 a.m. via teleconference.



City of Modesto  
Golf Course Advisory Committee Report  
November 16, 2022

Greens

- Aerification at both golf courses went very well
- Wetting agents to control moisture content applied monthly
- Growth regulators to slow growth applied weekly
- Traffic control lines painted at Creekside yesterday with Dryden's being painted today

Tees, Fairways and Roughs

- Irrigations has been reduced to every third day
- Gophers are a priority

Trees

- Creekside has a pine tree down on 15 awaiting removal

Creekside Clubhouse

- Coming weeks plantings to be added; ballwasher to be moved

Future projects

- Painting traffic lines in front of greens
- Walkways from to fairways at Creekside
- Aerification
- Water management
- New plantings at Creekside

# KemperSports – Golf Course Advisory Committee Report

**Prepared by:** Kelly Smith – General Manager

Following you will find recent information regarding Creekside and Dryden Park Golf Courses. 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](mailto:kellysmith@kempersports.com)

**Shackelford Water Trunk Project** – We are preparing for the partial closure (Front 9) of the project beginning December 1<sup>st</sup>. We will continue to push out updates throughout the duration of the project through our social media channels, email blasts, as well as through City of Modesto informational avenues.

**Golf Carts** – Golf Cart RFP has been posted, we continue to work on battery issues at both courses and will continue to keep as many carts operational as possible through the end of the current lease / rental (August).

**Thanksgiving Shotgun** – As in years past, both courses will be hosting Thanksgiving Day Shotguns. Social Media, and email blasts will continue through Thanksgiving in an effort to attract the most golfers as possible.

**Toy Drive** – We have once again partnered with the Modesto Gospel Mission for what we hope will be another successful Toy Drive beginning Black Friday. More details will be blasted out as we get closer to the kick-off.

## **Marketing –**

- We are in the process of revising our upcoming campaigns with Advantage Marketing. Campaigns continue to show value by attracting customers via Facebook.
- We have been working with City of Modesto staff members, cross promoting the golf courses in our social media posts.

September 30, 2022

Ms. Laurie Smith  
 Director, Parks, Recreation, & Neighborhoods Department  
 City of Modesto

Dear Laurie,

The following is a financial summary and key highlights for the month of August 2022 at the City of Modesto Golf Courses.

August 2022	MTD	Budget	Variance	YTD	Budget	Variance
<b>Total Revenue</b>	<b>\$283,565</b>	<b>\$240,364</b>	<b>\$43,201</b>	<b>\$595,350</b>	<b>\$486,025</b>	<b>\$109,325</b>
F&B COGS	\$12,942	\$9,075	\$3,867	\$25,037	\$18,306	\$6,731
Merch. COGS	\$10,111	\$5,721	\$4,390	\$19,485	\$11,411	\$8,074
<b>Total Cost of Sales</b>	<b>\$23,053</b>	<b>\$14,796</b>	<b>\$8,257</b>	<b>\$44,522</b>	<b>\$29,717</b>	<b>\$14,805</b>
<b>Gross Margin</b>	<b>\$260,512</b>	<b>\$225,568</b>	<b>\$34,944</b>	<b>\$550,828</b>	<b>\$456,308</b>	<b>\$94,520</b>
Payroll Expense	\$64,506	\$63,734	\$772	\$128,394	\$130,858	\$2,464
Other Expense	\$25,776	\$21,261	\$4,515	\$47,756	\$40,174	\$7,582
<b>EBITDA</b>	<b>\$170,230</b>	<b>\$140,573</b>	<b>\$29,657</b>	<b>\$374,678</b>	<b>\$285,276</b>	<b>\$89,402</b>
Rounds	7,785	7,615	170	16,093	15,415	678
Average GF/CF	\$29.38	\$26.49	\$2.89	\$30.22	\$26.49	\$3.73

**Overview:**

August rounds slightly exceeded the prior two years, driving green/cart fee revenues 13% beyond budget and 2% above 2021. Ancillary spending (range, pro shop, and F&B) also grew by nearly 17% per round and combined with increased activity to produce revenues that grew over prior year by \$9k (19%). Resulting total revenue surpassed budget and prior year by \$43k (18%) and \$12k (5%). Year-to-date, 81% of revenue over budget has flowed to the bottom line.

**Key Performance Highlights:**

➤ **General.**

○ Upcoming Events

- LOCAL - Modesto Golf Club (2) , Creekside Golf Club *Club Championship* (1), SIRS (2) *including Annual EOY Event*
- INTERNAL EVENTS – Modesto Cup
- OUTSIDE EVENTS – CCal - *Girls High School*, US Kids, Keo Onesavanh, and Golden Valley High School - *Girls High School*
- NCGA Course Rating – Dryden Park

➤ **Key property action steps by management to drive performance:**

- Kelly participated in ongoing Shackelford water project meetings.
- The Modesto properties participated in Game #3 of KemperSports Safety National
- TrueReview survey results continue to be reviewed weekly for both facilities in Department Head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.



ATTACHMENT 1 – GCAC MINUTES NOVEMBER 16, 2022

- An informational board offering pertinent course information has been added to the interior hallway at Creekside. Kelly will work with BrightView on keeping the board updated weekly.
- Properties continued paid social media advertising using Advantage Marketing. Vince, Kelly, and Mary Kate participate in monthly meeting with Advantage Marketing to recap previous month and discuss new opportunities that may be effective for our properties.
- Kelly and Julie participated in KemperSports Food, Safety, and Sanitation webinar.
- TrueService training continues at both properties. New employees will participate in training and work through all Modules of this proprietary KemperSports program.
- **Weather**
  - 20 weather based playable days,
  - Average temperatures High – 91°F Degrees, Low – 63°F Degrees  
*Weather data collected from timeanddate.com*
- **KemperSports - National and Regional Support Activities**
  - I conduct a weekly phone call with Kelly to provide support and stay informed about the operation.
  - Kelly participates in a weekly call with all General Managers in the region.
  - I facilitate monthly Revenue Calls with Mary Kate Walsh, Kelly Smith, and Vince Suarez to review sales pace, revenue-generating ideas, marketing snapshot, and related action plans.
  - We continue a standing monthly client call which allows Laurie and Bob to connect with Kelly, Mary Kate, and Matt.
  - Introduced Kylen Trevor, Senior Regional Sales & Marketing Director to the City staff on our recent visit. Kylen will be handling all Regional Sales and Marketing duties which Mary Kate has provided the last few years.
  - Kylen, Mary Kate, and I visited the facilities on August 23<sup>rd</sup> and presented the 2022 Annual Report/2023 Business Plan to City staff.



Creekside	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
August 2022	58.6	8.6	9.5	7.5	9.0	8.8	58
August 2021	37.9	8.2	9.3	6.9	8.4	8.2	58

Dryden Park	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
August 2022	17.6	8.2	9.4	7.4	-	7.9	34
August 2021	74.4	9.0	9.3	8.5	-	9.2	39

- Continued improvement in Creekside survey ratings both compared to prior month and prior year.

Please call me if you have any questions.

Sincerely,



Matt Allen  
Vice President, Operations  
KemperSports

October 28, 2022

Ms. Laurie Smith  
Director, Parks, Recreation, & Neighborhoods Department  
City of Modesto

Dear Laurie,

The following is a financial summary and key highlights for the month of September 2022 at the City of Modesto Golf Courses.

September 2022	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$247,949	\$223,907	\$24,042	\$843,299	\$709,932	\$133,367
F&B COGS	\$11,112	\$8,133	\$2,979	\$36,148	\$26,439	\$9,709
Merch. COGS	\$5,304	\$5,214	\$90	\$24,789	\$16,625	\$8,164
Total Cost of Sales	\$16,416	\$13,347	\$3,069	\$60,937	\$43,064	\$17,873
Gross Margin	\$231,533	\$210,560	\$20,973	\$782,362	\$666,868	\$115,494
Payroll Expense	\$61,616	\$58,388	\$3,228	\$190,010	\$189,246	\$764
Other Expense	\$21,139	\$18,888	\$2,251	\$68,895	\$59,062	\$9,833
EBITDA	\$148,778	\$133,284	\$15,494	\$523,457	\$418,560	\$104,897
Rounds	7,037	7,150	113	23,130	22,565	565
Average GF/CF	\$29.13	\$26.44	\$2.69	\$29.89	\$26.47	\$3.42

#### Overview:

An early September heat wave brought extreme temperatures during the first nine days of the month and reduced playable days by three. Mitigating the impacts of declining activity was an average green/cart fee that matched prior year and exceeded budget by 10%. Similarly, associated total revenue was 11% better than budget and on par with last year. As we close the first quarter, total revenues remain well ahead of plan and NOI is showing a \$105k (25%) favorable variance to budget. Year-to-date, 79% of revenue over budget has flowed to the bottom line.

#### Key Performance Highlights:

- **General.**
  - Upcoming Events
    - LOCAL - Modesto Golf Club (2) , Creekside Golf Club (1), SIRS (2)
    - INTERNAL EVENTS – Modesto Cup
    - OUTSIDE EVENTS – Bondy-Villa Memorial, Pacific Southwest Container, CCal Girls High School, Silgan, and NAACP
- **Key property action steps by management to drive performance:**

- Kelly completed Module II of KemperSports TrueLeadership.
  - Kelly continues to facilitate weekly Department Head meetings, with an open invite for the BrightView supervisory staff.
  - The Modesto properties participated in Game #4 of KemperSports Safety National
  - TrueReview survey results are reviewed weekly for both facilities in Department Head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.
  - Modesto Fire Department completed annual fire inspection at Creekside. Kelly has completed multiple repairs and is working with City staff on completion of the remainder of issues noted in the report.
  - Kelly participated in KemperSports company-wide Town Hall meeting.
  - Continue paid social media advertising using Advantage Marketing. Vince, Kelly, and Kylan participate in monthly meeting with Advantage Marketing to recap previous month and discuss new opportunities that may be effective for our properties.
  - Kelly participated in the Dryden Park clubhouse conceptual meeting.
  - Kelly participated in the GCAC meeting on September 21<sup>st</sup>.
  - Modesto Police Department completed installation and final hook-up of all cameras at Creekside.
  - TrueService training continues at both properties. New employees will participate in training and work through all Modules of this proprietary KemperSports program.
- **Weather**
- 21 weather based playable days (24 PY)
  - Average temperatures High – 90°F Degrees, Low – 64°F Degrees  
*Weather data collected from timeanddate.com*
- **KemperSports - National and Regional Support Activities**
- I conduct a weekly phone call with Kelly to provide support and stay informed about the operation.
  - Kelly participates in a weekly call with all General Managers in the region.
  - I facilitate monthly Revenue Calls with Kylan Trevor, Kelly Smith, and Vince Suarez to review sales pace, revenue-generating ideas, marketing snapshot, and related action plans.
  - We continue a standing monthly client call which allows Laurie and Bob to connect with Kelly, Kylan, and Matt.

Looking back a year ago, we had predicted and communicated that 2022 would continue to be a bumpy ride for the supply chain, and that turned out to be every bit the case. The combined forces of the lingering strains from COVID-19, the global labor shortage (which had an outsized impact on hospitality, transportation, and manufacturing), strong demand for golf and significant inflationary pressures has made us continue to duck and weave to navigate this year.

Later this month, we will send out a more detailed view of what's in store for 2023. However, as a rule of thumb, we will continue to be looking out 12-18 months on any equipment needs and getting orders in the queue early.



Creekside	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
September 2022	47.8	8.4	9.2	7.2	8.1	8.6	46
September 2021	44.9	8.2	9.2	6.9	8.7	8.2	49

Dryden Park	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
September 2022	7.7	8.2	9.1	7.8	-	7.6	26
September 2021	38.7	8.2	9.0	7.5	-	8.0	31

Please call me if you have any questions.

Sincerely,

Matt Allen  
 Vice President, Operations  
 KemperSports

**ATTACHMENT 1 – GCAC MINUTES NOVEMBER 16, 2022**

**Golf Fund Budget vs. Actual thru September 30, 2022**

REVENUES	FY 22/23 Budget	As of 30-Sep-22	% of
<b>Fund 4600 (Muni &amp; Admin)</b>			
NCGA-YOC Green Fees	1,000	42	
Lease of Land (Water Dept)	61,315	17,292	
Misc Lease - Cell Tower	42,880	10,039	
Building/Room Rental - Other (Muni Car Show)	0	0	
Refunds, Damages, and Cost Recovery	0	0	
Interest Trustee/Investment Earnings	0	0	
	\$105,195	\$27,373	26.0%
<b>Fund 4605 (KemperSports)</b>			
Total Creekside Green Fees	1,025,000	117,283	
Creekside Cart Fees	325,000	39,097	
Creekside Range Fees	70,000	7,825	
Creekside Food & Beverage	160,000	23,103	
Creekside Merchandise	73,000	9,384	
Refunds, Damages, and Cost Recovery	0	0	
	\$1,653,000	\$196,691	11.9%
Total Dryden Green Fees	612,000	69,446	
Dryden Cart Fees	252,000	31,551	
Dryden Range Fees	24,000	2,886	
Dryden Food & Beverage	60,000	7,461	
Dryden Merchandise	22,500	3,245	
Refunds, Damages, and Cost Recovery	0	0	
	\$970,500	\$114,590	11.8%
<b>TOTAL REVENUES:</b>	<b>\$2,728,695</b>	<b>\$338,654</b>	12.4%

## ATTACHMENT 1 – GCAC MINUTES NOVEMBER 16, 2022

EXPENDITURES	FY 22/23 Budget	As of 30-Sep-22	% of budget
<b>Fund 4600 (Muni &amp; Admin)</b>			
ISF - Mail Services	32	8	
ISF - Building Services	79,524	19,881	
ISF - Cost Allocation	42,697	10,674	
ISF - Property Insurance	34,676	8,669	
Printing & Binding	200	0	
Tools & Field Supplies	0	0	
Utility Expense - Electric	51,500	6,991	
Utility Expense - Gas	7,000	927	
Utility Expense - Water	12,000	0	
Utility Expense - Cable/Internet	1,300	407	
Misc Repair & Maintenance	8,000	597	
Misc Repair & Maintenance - Equipment	17,325	300	
Misc Repair & Maintenance - Vandalism	16,000	360	
Misc Repair & Maintenance - Real Property	7,282	1,850	
Professional Services (BrightView, Loomis, PNC, Rank)	1,621,280	371,157	
Staff Administration of Golf Contract	116,716	35,013	
City Fleet Operation & Maintenance	1,362	0	
Creekside Debt - Principal Retirement	460,000	0	
Creekside Debt - Interest Expense	35,500	-7,833	
Creekside Debt - Trustee Fees	6,000	0	
Professional Services Debt	3,000	113	
	<u>\$2,521,394</u>	<u>\$449,114</u>	17.8%
<b>Fund 4605 (KemperSports)</b>			
<i>Creekside</i>			
Office Supplies	2,800	456	
Cost of Sales - Creekside Merchandise	49,640	5,617	
Cost of Sales - Creekside Food & Beverage	57,600	7,622	
Food & Beverage Expense - Creekside	7,500	480	
Tools & Field Supplies - Creekside	2,500	0	
Marketing - Creekside	9,000	698	
Cart Lease - Creekside	45,064	16,204	
Taxes & Assessments	0	0	
Payroll - Creekside	397,760	34,119	
General & Admin - Creekside	70,200	5,817	
Principal Retirement - Cart Hauler	3,127	597	
Interest Expense - Cart Hauler	106	8	
	<u>\$645,296</u>	<u>\$71,617</u>	11.1%
<i>Dryden</i>			
Office Supplies	2,250	490	
Cost of Sales - Dryden Merchandise	15,130	3,757	
Cost of Sales - Dryden Food & Beverage	48,000	4,473	
Food & Beverage Expense - Dryden	2,000	0	
Tools & Field Supplies - Dryden	2,500	0	
Marketing - Dryden	9,000	763	
Cart Lease - Dryden	40,000	4,454	
Payroll - Dryden	342,970	29,769	
General & Admin - Dryden	50,000	4,799	
	<u>\$511,850</u>	<u>\$48,505</u>	9.5%
<b>TOTAL EXPENDITURES:</b>	<b>\$3,678,540</b>	<b>\$569,237</b>	15.5%
		Revenues over/under Expenditures:	(\$230,583)
		Cost Recovery:	59%

**MINUTES**

**City of Modesto  
Golf Courses Advisory Committee  
Held via TeleConference  
September 21, 2022**

PRESENT: Ricardo Semeria, Laurie Salvi, Vince Hansen, Pam Giusto, Jim Spelman, Doug Lemcke

EXCUSED: Michelle Buer, Karen Burch

ABSENT: Guadalupe Rivera, Michelle Buer, and Jim Spelman

STAFF: Laurie Smith, Bob Quintella, and Diane Sheatsley

GUESTS: Nick Hoisington, Scott Dickson, Kelly Smith, John Griston, and Kayla Diegan

I. CALL TO ORDER

Chair, Ricardo Semeria called the meeting to order at 8:02 a.m.

II. APPROVAL OF MINUTES

None.

III. WRITTEN CORRESPONDENCE

None.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

A. BrightView Report

Scott Dickson presented the attached report. Committee members requested course maintenance works step away when golfers are approaching, revisit compacted sand traps, and to consider a tree replanting program.

B. KemperSports Report

Kelly Smith presented the attached report. Committee members expressed the need for course management with occasional loops around the course to address pace of play and mis use of carts with people driving on tees, in bunkers, and greens.

C. First Tee Report

John Griston presented the attached report.

D. City Staff Reports

4. Dryden & Creekside Updates. Bob Quintella reported that City is moving forward with new clubhouse drawings. There are plans to move the clubhouse expand it by 1,000 square feet for more community use. Tree work at Dryden is scheduled. A restroom security plan, similar to Creekside, is planned for Dryden. Staff will be going out to bid for a new golf cart contract soon.
5. Muni Update. Laurie Smith reported that the former Muni site is being used as staging area for a new sewer trunk project over the next 18 months.
6. Financials. Laurie Smith reported the attach financial reports and that early reports show revenues exceeded projections by 17% while expenses were underspend by 7%.
7. Appointments and Reappointments. Diane Sheatsley reported that Laurie Salvi's second term will end on December 31, 2022. Online applications are being considered for one youth member and one at-large member.

VI. ORAL COMMUNICATIONS

None.

VII. MATTERS TOO LATE FOR THE AGENDA

None.

VIII. ADJOURNMENT

The meeting was adjourned at 9:04 a.m. The next meeting is scheduled for November 16, 2022 at 8:00 a.m. via teleconference.





City of Modesto  
Golf Course Advisory Committee Report  
September 21, 2022

Greens

- Greens at Creekside to be aerified in 2 weeks on October 3<sup>rd</sup> and 4<sup>th</sup>
- Dryden greens aerification scheduled for Oct 24<sup>th</sup>
- Creekside greens fertilized last week and again next week
- Wetting agents to control moisture content applied monthly
- Growth regulators to slow growth applied weekly

Tees, Fairways and Roughs

- Broadleaf weeds sprayed from Tees, fairways, and approaches last month at Creekside
- Approximately 20 broken sprinklers at Creekside have been replaced
- Working on moisture management

Trees

- Creekside we had a split Oak tree removed behind 8 green
- Creekside broken branch behind 2 green removed
- Trees in front of 2 green trimmed up
- Eucalyptus by picnic tables trimmed up
- Broken pine by 4 tee at Dryden removed
- Numerous broken branches at both courses and still picking some up

Creekside Clubhouse

- New plants added to front of clubhouse
- Old large shrubs at end of life span removed
- Coming weeks plantings to be added; ballwasher to be moved

Bunkers

- Creekside bunkers were edged last month
- Dryden bunkers are being edged this week

Future projects

- Painting traffic lines in front of greens
- Walkways from to fairways at Creekside
- Aerification
- Water management
- New plantings at Creekside

9/21/22

# KemperSports – Golf Course Advisory Committee Report

Prepared by: Kelly Smith – General Manager

Following you will find recent information regarding Creekside and Dryden Park Golf Courses. 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](mailto:kellysmith@kempersports.com)

**Supply Chain Issues** – We continue to face supply chain issues in all aspects of our operation – Merchandise, F&B (supplies and inventory products), Cart parts and Range equipment. As predicted, supply chain issues have continued since our last meeting. We are working with our vendors, and the KemperSports Home Office team on minimizing the inconveniences to our customers. Supply chain issues also effect costs, you will see price increases on multiple items in F&B and Golf Shop over the next several weeks.

**Financials** – Financials have started the year strong, exceeding budget and PY revenue and NOI numbers. September has started off very slow. Weather being a major factor with 9 days over 100 degrees.

**Informational Board (Creekside)** – We have added an informational board to the interior hallway at Creekside. We will be working with Scott and his team on keeping it updated weekly.

**NCGA Rating** – NCGA course rating team was onsite at Dryden last week. We should see findings from their work in the next 60-90 days.

**MPD Cameras (Creekside)** – After over a year of planning, and discussion, a majority of all the MPD cameras have been installed and are in operation at Creekside. We have one more camera that will be installed on the parking lot side of the building, when staffing allows. Thank You to the folks at the Modesto Police Department who made this happen.

**Golf Cart Return Sign** – In effort to improve parking lot safety during what is such a very hectic time, we have added a bright orange A-frame sign to inform customers where to return golf carts and cart keys.

**Fivesomes (weekends)** – As a result of customer feedback, beginning October 1<sup>st</sup> we will be allowing fivesomes on the weekends at Dryden Park. Due to course utilization, and pace of play concerns, fivesomes at Creekside will continue to be limited to weekdays.

## Marketing –

- '20-21 Annual Review was presented to City staff on a recent visit from members of our Home Office staff. Matt Allen, Mary Kate Walsh, and Kylen Trevor.
- Kylen Trevor was introduced to City staff as our new RSMD. Kylen Trevor has been in the same role for several years with KemperSports.



Golf Course Advisory Meeting  
9/21/2022 via Zoom at 8am

-Executive Director John Griston ~ updates on modular building at Dryden Park Golf Course

- Keys received for Program Office in BGCS Building
- Move in date TBD
- Capital Campaign Kick-Off begins 10/1/2022
- Will be present at Wellness Festival for Ribbon Cutting Ceremony of BGCS Modular Building

-Program Director Kayla Deigan updates on Fall & Winter Sessions at Modesto Golf Courses.

- Fall Session ends in October and FTCV will take a break until Mid-November
- Winter Programming approved by Chris Mendes and Kelly Smith at Dryden Park GC through February 2023 on Wednesdays and Saturdays
- FTCV will be in the Holiday Parade this year

August 31, 2022

Ms. Laurie Smith  
 Director, Parks, Recreation, & Neighborhoods Department  
 City of Modesto

Dear Laurie,

The following is a financial summary and key highlights for the month of July 2022 at the City of Modesto Golf Courses.

July 2022	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$311,785	\$245,661	\$66,124	\$311,785	\$245,661	\$66,124
F&B COGS	\$12,094	\$9,231	\$2,863	\$12,094	\$9,231	\$2,863
Merch. COGS	\$9,373	\$5,690	\$3,683	\$9,373	\$5,690	\$3,683
Total Cost of Sales	\$21,467	\$14,921	\$6,546	\$21,467	\$14,921	\$6,546
Gross Margin	\$290,318	\$230,740	\$59,578	\$290,318	\$230,740	\$59,578
Payroll Expense	\$63,888	\$67,124	\$3,236	\$63,888	\$67,124	\$3,236
Other Expense	\$21,980	\$18,913	\$3,067	\$21,980	\$18,913	\$3,067
EBITDA	\$204,450	\$144,703	\$59,747	\$204,450	\$144,703	\$59,747
Rounds	8,308	7,800	508	8,308	7,800	508
Average GF/CF	\$31.00	\$26.49	\$4.52	\$31.00	\$26.49	\$4.51

**Overview:**

Combined rounds exceeded the prior two years in July. Planned green fee increases produced across-the-board growth in average green/cart fee per round. Combined green/cart fee revenues grew \$16k (7%) over 2021. Ancillary revenue (range, pro shop, and F&B) also grew by nearly 5% per round and combined with increased activity to produce revenues that grew over prior year by \$5k (10%). Resulting total revenue surpassed prior year by \$21k (7%). Monthly EBITDA bettered budget and prior year by \$60k and \$10k, respectively. Looking ahead, August rounds will also rival last year.

**Key Performance Highlights:**

- **General.**
  - Upcoming Events
    - LOCAL - Modesto Golf Club (2) – *Senior and Regular Club Championships*, Creekside Golf Club (1), SIRS (2), Dryden Park Women’s Golf Club – *Invite a Man*
    - INTERNAL EVENTS – Modesto Cup – *Impossible Open*
    - OUTSIDE EVENTS – Mata, Alvarado, Beal, Industrial league, and Bogey’s
- **Key property action steps by management to drive performance:**
  - Participated in the KemperSports Q3 Safety Webinar.
  - Rate increase went into effect on July 1. Customers are becoming conditioned to annual increases.

- Kelly participated in multiple Shackelford water project meetings.
- TrueReview survey results continue to be reviewed weekly for both facilities in Department Head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.
- Properties continued paid social media advertising using Advantage Marketing. Vince, Kelly, and Mary Kate participate in monthly meeting with Advantage Marketing to recap previous month and discuss new opportunities that me be effective for are properties.
- Completed KemperSports Safety National Game #2
- Kelly participated in Dryden Park Clubhouse Site and Floor Plan Review meeting.
- Kelly, Vince, and Mary Kate began drafting the 2022 Annual Report/2023 Business Plan, which will be presented to City staff during an upcoming site visit.
- TrueService training continues at both properties. New employees will participate in training and work through all Modules of this proprietary KemperSports program.
- **Weather**
  - 17 weather based playable days,
  - Average temperatures High – 93°F Degrees, Low – 64°F Degrees  
*Weather data collected from timeanddate.com*
- **KemperSports - National and Regional Support Activities**
  - I conduct a weekly phone call with Kelly to provide support and stay informed about the operation.
  - Kelly participates in a weekly call with all General Managers in the region.
  - I facilitate monthly Revenue Calls with Mary Kate Walsh, Kelly Smith, and Vince Suarez to review sales pace, revenue-generating ideas, marketing snapshot, and related action plans.
  - We continue a standing monthly client call which allows Laurie and Bob to connect with Kelly, Mary Kate, and Matt.
  - Mary Kate and I will make a site visit on August 23<sup>rd</sup>.



Creekside	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
July 2022	60.6	8.8	9.6	7.8	9.4	9.0	66
July 2021	26.3	8.0	9.1	7.0	8.5	7.8	76

Dryden Park	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
July 2022	36.1	8.3	9.3	7.6	-	8.2	36
July 2021	80.0	8.9	9.2	8.4	-	9.1	45

- Continued improvement in Creekside survey ratings both compared to prior month and prior year.
- Frustration over lack of Clubhouse facilities dominates the verbatim comments at Dryden Park.

Please call me if you have any questions.

Sincerely,



Matt Allen  
Vice President, Operations  
KemperSports

July 20, 2022  
 Ms. Laurie Smith  
 Director, Parks, Recreation, & Neighborhoods Department  
 City of Modesto

Dear Laurie,

June 2022	MTD	Budget	Variance	YTD	Budget	Variance
<b>Total Revenue</b>	<b>\$275,671</b>	<b>\$225,233</b>	<b>\$50,438</b>	<b>\$2,971,715</b>	<b>\$2,339,593</b>	<b>\$632,122</b>
F&B COGS	\$10,871	\$14,852	\$3,981	\$110,344	\$142,930	\$32,586
Merch. COGS	\$5,508	\$8,017	\$2,509	\$72,001	\$76,964	\$4,963
<b>Total Cost of Sales</b>	<b>\$16,379</b>	<b>\$22,869</b>	<b>\$6,490</b>	<b>\$182,345</b>	<b>\$219,894</b>	<b>\$37,549</b>
<b>Gross Margin</b>	<b>\$259,292</b>	<b>\$202,364</b>	<b>\$56,928</b>	<b>\$2,789,370</b>	<b>\$2,119,699</b>	<b>\$669,671</b>
Payroll Expense	\$61,449	\$62,218	\$769	\$675,518	\$654,063	\$21,455
Other Expense	\$19,758	\$24,532	\$4,774	\$246,065	\$282,549	\$36,484
<b>EBITDA</b>	<b>\$178,085</b>	<b>\$115,614</b>	<b>\$62,471</b>	<b>\$1,867,787</b>	<b>\$1,183,087</b>	<b>\$684,700</b>
Rounds	7,680	7,836	156	84,812	82,355	2,457
Average GF/CF	\$29.38	\$22.60	\$6.78	\$29.05	\$22.74	\$6.32

The following is a financial summary and key highlights for June and Fiscal Year 2021-22 at the City of Modesto Golf Courses.

**Overview:**

The Modesto golf properties were able to sustain pandemic-driven momentum in the 2021-22 fiscal year and drove the following annual results:

- Rounds activity declined by less than 1% compared to last year and remained 12% better than FY 2018-19.
- Average green/cart fee per round grew 10% over 2021 and representing a 33% increase over FY 2018-19.
- With restored indoor operations, ancillary spending per round also grew 23% over last year, pushing total revenue per round above \$35.00 and 12% better than prior year.
- Total revenue exceeded prior year by \$298k (11%) and revenues over prior year flowed to Net Income at a rate of 70%.
- Resulting Net Income finished more than \$200k ahead of last year and \$685k (58%) better than budget.

**Key Performance Highlights:**

- **General.**
  - Upcoming Events
    - LOCAL - Modesto Golf Club (2), Creekside Golf Club (1), SIRS (2)
    - OUTSIDE EVENTS – Stuart Welch
    - INTERNALLY CREATED EVENTS – Modesto Cup (1)
- **Key property action steps by management to drive performance:**

- Hosted a field of 138 players in the Modesto City Championship. The Modesto City Championship was played over two days, with the field split between the courses each day. We welcomed a very diverse field men and women of all playing abilities.
  - Posted signage and finalized implementation plan for new rates, as of July 1<sup>st</sup>.
  - Kelly participated in ongoing Shackelford water project meetings / calls.
  - Kelly continues communication with Modesto PD regarding cameras at Creekside.
  - Kelly participated in monthly KemperSports Controller Call. This month’s discussion highlighted I-9 verification.
  - Kelly participated in KemperSports True Leadership roll out training sessions.
  - TrueReview survey results continue to be reviewed weekly for both facilities in Department Head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.
  - Supporting food truck operator with advertising via social media, signage, and word of mouth.
  - Kelly, I, and the KemperSports Home Office team finalized the ’22-23 Budget.
  - Vince, Kelly, and Mary Kate finalized ’22-23 Marketing Plan.
  - Vince, Kelly, and Mary Kate participate in monthly meeting with Advantage Marketing to review results of paid social media advertising and discuss new revenue generating opportunities. Tracking provides details on impressions, total reach, clicks, click through rate, post engagements, and booking confirmations.
  - Kelly and his team continue to work with vendors, and the KemperSports Home Office team to reduce the effects of widespread supply chain irregularities.
- **Weather**
- 21 weather based playable days
  - Average temperatures High – 90°F Degrees, Low – 63°F Degrees  
*Weather data collected from timeanddate.com*
- **KemperSports - National and Regional Support Activities**
- I conduct a weekly phone call with Kelly to provide support and stay informed about the operation.
  - Kelly participates in weekly KemperSports Regional GM calls.
  - I facilitate monthly Revenue Calls with Mary Kate Walsh, Kelly Smith, and Vince Suarez to review sales pace, revenue-generating ideas, marketing snapshot, and related action plans.



June	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	50.0	8.5	9.4	7.6	8.5	8.5	24
Dryden Park	47.4	8.6	9.6	7.5	-	8.7	19

YTD	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	46.1	8.4	9.2	7.4	8.8	8.4	545
Dryden Park	51.0	8.5	9.1	7.8	-	8.5	337

- Course Ratings at both courses showed improvement over the prior month.



Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Allen".

Matt Allen  
Vice President, Operations  
KemperSports

**ATTACHMENT 2 – GCAC MINUTES SEPTEMBER 21, 2022**

**Golf Fund Budget vs. Actual thru June 30, 2022**

REVENUES	FY 21/22 Budget	As of 30-Jun-22	% of budget
<b>Fund 4600 (Muni &amp; Admin)</b>			
Total First Tee Green Fees	0	440	
NCGA-YOC Green Fees	1,000	2,669	
Lease of Land (Water Dept)	65,000	66,972	
Misc Lease - Cell Tower	0	39,365	
Building/Room Rental - Other (Muni Car Show)	0	2,000	
Refunds, Damages, and Cost Recovery	0	6,819	
Interest Trustee/Investment Earnings	0	120	
	\$66,000	\$118,384	179.4%
<b>Fund 4605 (KemperSports)</b>			
Total Creekside Green Fees	907,584	1,007,598	
Creekside Cart Fees	266,000	330,387	
Creekside Range Fees	50,000	77,146	
Creekside Food & Beverage	190,000	191,274	
Creekside Merchandise	76,000	75,778	
Refunds, Damages, and Cost Recovery	0	13,613	
	\$1,489,584	\$1,695,796	113.8%
Total Dryden Green Fees	510,000	631,049	
Dryden Cart Fees	189,000	268,117	
Dryden Range Fees	17,750	26,418	
Dryden Food & Beverage	100,000	52,191	
Dryden Merchandise	32,500	28,242	
Refunds, Damages, and Cost Recovery	0	12,148	
	\$849,250	\$1,018,165	119.9%
<b>TOTAL REVENUES:</b>	<b>\$2,404,834</b>	<b>\$2,832,346</b>	<b>117.8%</b>

EXPENDITURES	FY 21/22 Budget	As of 30-Jun-22	% of budget
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<b>Fund 4600 (Muni &amp; Admin)</b>			
Worker's Compensation	1,096	1,096	
ISF - Mail Services	4	4	
ISF - Building Services	46,423	46,423	
ISF - Cost Allocation	44,687	44,687	
ISF - Property Insurance	32,742	32,742	
ISF - Liability Insurance	579	579	
Printing & Binding	200	268	
Tools & Field Supplies	0	-74	
Business Expenses	0	30	
Utility Expense - Electric	51,500	33,256	
Utility Expense - Gas	7,000	6,185	
Utility Expense - Water	21,000	29,579	
Utility Expense - Garbage (Muni only)	1,300	0	
Utility Expense - Cable/Internet	1,300	1,189	
Misc Repair & Maintenance	8,000	13,683	
Misc Repair & Maintenance - Equipment	8,624	8,638	
Misc Repair & Maintenance - Vandalism	7,975	13,455	
Misc Repair & Maintenance - Real Property	0	22,918	
Professional Services (BrightView, Loomis, PNC, Rank)	1,788,696	1,596,050	
Staff Administration of Golf Contract	87,441	96,034	
Creekside Debt - Principal Retirement	435,000	435,000	
Creekside Debt - Interest Expense	57,875	46,417	
Creekside Debt - Trustee Fees	3,500	3,535	
Professional Services Debt	3,000	1,044	
	<b>\$2,607,943</b>	<b>\$2,432,737</b>	93.3%

<b>Fund 4605 (KemperSports)</b>			
<i>Creekside</i>			
Office Supplies	3,000	285	
Cost of Sales - Creekside Merchandise	55,000	48,750	
Cost of Sales - Creekside Food & Beverage	95,000	75,720	
Food & Beverage Expense - Creekside	10,000	6,288	
Tools & Field Supplies - Creekside	2,500	4,312	
Marketing - Creekside	9,000	7,569	
Cart Lease - Creekside	50,254	94,425	
Taxes & Assessments	0	112	
Payroll - Creekside	350,000	329,894	
General & Admin - Creekside	67,500	60,949	
Principal Retirement - Cart Hauler	3,096	2,223	
Interest Expense - Cart Hauler	302	226	
	<b>\$645,653</b>	<b>\$630,752</b>	97.7%

<i>Dryden</i>			
Office Supplies	2,500	346	
Cost of Sales - Dryden Merchandise	22,100	17,743	
Cost of Sales - Dryden Food & Beverage	48,000	23,753	
Food & Beverage Expense - Dryden	6,500	581	
Tools & Field Supplies - Dryden	2,500	3,887	
Marketing - Dryden	9,000	7,569	
Cart Lease - Dryden	43,000	53,743	
Payroll - Dryden	310,250	284,175	
General & Admin - Dryden	68,000	41,630	
	<b>\$511,850</b>	<b>\$433,428</b>	84.7%

<b>TOTAL EXPENDITURES:</b>	<b>\$3,765,445</b>	<b>\$3,496,916</b>	92.9%
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Revenues over/under Expenditures:		(\$664,571)	
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Cost Recovery: 81%