


MEMORANDUM NO. M21-113

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: December 10, 2021
Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

 Turkey Shoot was a huge success with great weather on November 6th. The event was at our maximum capacity of 144 players. Congratulations to the winning twosome of Matt Mishler and Steve Kolodziej, with a winning score of 71 (+1).

Golf Rounds

MONTHLY ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
724	386	117	2,016	1,127	874
YTD ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
31,021	26,195	24,299	26,352	30,482	27,670

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
1,051	968	1,035	1,090	411	911
YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
19,108	17,284	18,755	17,697	20,153	18,599

Food & Beverage

November events

2 showers servicing 90 guests
1 breakfast meeting servicing 27 guests

December events

50+club dinner servicing 65 guests
Holiday party servicing 1080 guests

Wedding Count Update:

2022 = 11 Ceremony and Receptions, 1 reception only have been contracted.

2021 = 12 ceremony and reception, 4 reception

2020 = All weddings have been cancelled or rescheduled to 2021.

2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

Golf Maintenance Summary

The golf course maintenance team has been in full swing getting the course ready for its final rounds of the season. Leaves have been cleaned up and the soil isn't saturated anymore but Mother Nature has brought on colder temps than November. With the colder temps, our turf has stopped growing for the season so we are not mowing playing surfaces, we are keeping the property as clean as possible by blowing and mulching the last remaining leaves on property.

Course maintenance has occurred on a smaller scale:

- Blowing and mulching leaves
- Continue to lightly top dress greens until course closed
- Brought in remaining course accessories
 - Garbage cans
 - Cart directional signs
 - Bunker rakes
 - Tee markers (Gold & Green)

The course maintenance staff has been finishing up small projects

- Cleaned out cart runoff areas of gravel and added soil, sod and Trackmat stabilizers
- Removed Rosetta stones from the 16th tee and placed them around areas of more visibility
- Course irrigation system was blown out
- Course bathrooms winterized for season
- Removed overgrowth shrubs at 16th tee and blended plant bed as a whole around tee
- Repainted and refurbished all Winter Wonderland signage
- Started marking and resizing tee for next mowing season
- Drained 12th hole overflow pond, will dig out/make deeper this winter to combat excess saturation of surrounding areas
- Sprayed greens, tees and fairways for Snowmold winter disease
- Sprayed clubhouse and highly visible areas for spring broadleaf control
- Laid sod at new Top Tracer Range building



Membership Totals	<u>11/30/2020</u>	<u>1/01/2021</u>	<u>11/30/2021</u>	<u>Var. +/-</u>
Totals	2049	1992	2160	+168

Member Services/Sales

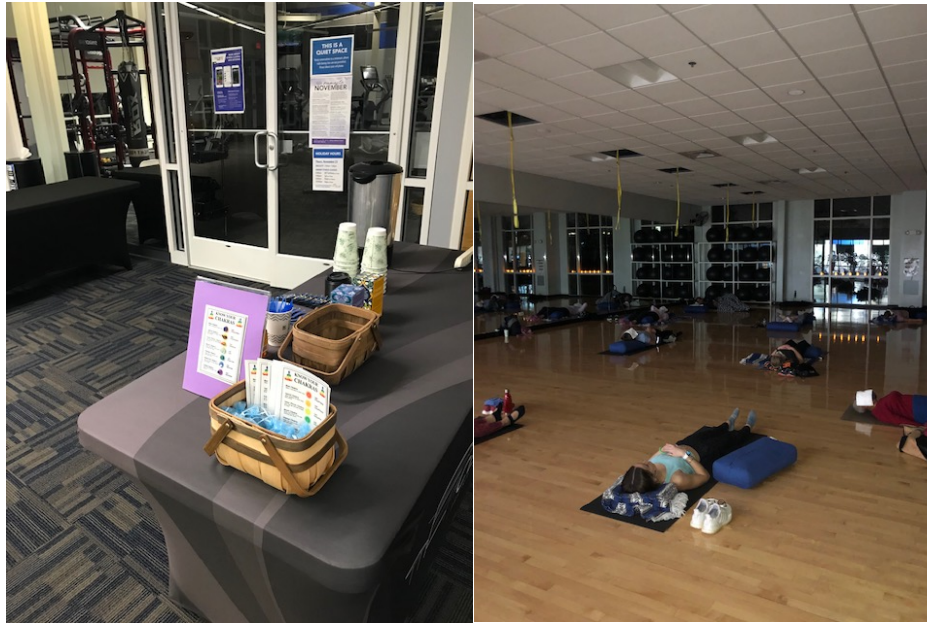
- We had another strong month of enrollments at The Club, adding 137 new members in November. We offered a \$29.00 enrollment fee for most of the month, and then offered a little extra incentive for “Black Friday” weekend when we dropped the enrollment fee to \$10.00 and gave a gift with each enrollment. New members enrolling during this weekend special had a gift choice of a t-shirt with logo, a winter hat with logo or a phone stand with logo. This Black Friday offer was advertised through direct email blasts, marquee ads, as well as social media marketing pushes. This end-of-month push resulted in over 30 memberships.
- We had 1,530 unique visits in November. Meaning, approx. 71% of members are visiting/using the facility at least once a month. This is slightly higher than October and we expect this number to increase over the next few months as people are forced to come inside for workouts.
- Club staff are meeting with C & M in these last months of the year to finalize a marketing plan for 2022, focusing on digital marketing that we can do both internally, as well as what we will need to use an external provider for.
- The Club will be increasing member dues beginning January 2022. Members have been emailed a letter announcing the increase. The increase will be \$4.00/month per adult membership, and \$2.00/month per junior, student, and senior membership. The letter has also been posted in the facility. We have not received too many comments on the letter. Those that have commented or called have expressed disappointment in the increase, but understand why we needed to do this.
- The Club has also announced, via the website, that the Kids Club will not be reopening with the same operations as pre-COVID. The Club staff is working hard to develop some programming that we can offer to members as an alternative to Kids Club childcare. The biggest hurdle right now is finding staffing for the programs.

Operations and Fitness Departments:

- The 5 year lease for Athletico is due to expire on May 31, 2022. Staff has begun negotiations with an Athletico VP of Real Estate. The current rent is set at \$7,981.87 per month which equates to \$42.15/SF a year. The space consists of 2,246 square feet. Athletico’s initial renewal request included a rent reduction, removal of CPI rent increase, exterior signage, tenant improvement allowance, reserved parking for clients and a reduction of notice of termination after 36 months. Staff has done extensive research within the local real estate market for commercial space and carefully reviewed each contract amendment Athletico proposed. Based on this information, staff submitted a counter offer proposal adjusting the new lease to a \$25.00/SF price on a tenant option of a 3- or 5-year lease with a one-time 10% rent escalation at time of renewal. Athletico has received the district’s proposal and has requested a one month extension on the renewal deadline to February 1, while they investigate real estate taxes. Staff has granted

the extension and will continue to work with Athletico to extend our partnership with a contract that is beneficial to both parties.

- We have started to run some programming that we were able to staff, like Kids Day Off, a daytime kids drop off program with organized games, crafts, and gym activity. We ran our first KDO the Wednesday before Thanksgiving and had 9 kids participate. The Club will continue to offer Kids Day Off regularly as well as our traditional Parents Night Out event beginning in December. We also have begun our pickleball classes again, which currently take place during the daytime, but starting in January, we will offer a class on Monday evenings for ages 13+, that we are really looking forward to in hopes to bring an all-ages crowd in to the PB world. Ultimately, we would love to run an open pickleball night or league at The Club.
- In our fitness department, we were finally able to run a full month of Namaste November (we had to cancel part way through the month in November 2020) The focus of Namaste November was highlighting our Mind Body classes and offering some specialty classes around this theme. We had a great response from our members for our offerings. Some of the classes we offered included Tai Chi, Restorative/Recovery Yoga, Meditations with essential oils, Candlelight Bedtime Yoga with tea and essential oils and crystals, Yoga with props, and Pilates with props.



- The “Beyond Forever Fit” ran through the month of November with strong participation numbers. The idea of this class is to encourage members who may be hesitant to use the new weight room/HIIT space and bring them into the space and teach them how to use the different equipment and fitness accessories. Because of the great participation and requests from the participants, Club staff will consider adding this type of class to the regular schedule in 2022.

