



**City of Spokane Park Board
Golf Committee Meeting**

8:00 a.m. Tuesday, February 08, 2022
WebEx virtual meeting
Mark Poirier – Golf Manager

Committee Members

X Gerry Sperling
X Bob Anderson
X Barb Richey

Parks Staff

Mark Poirier
Jennifer Papich
Jason Conley
Megan Qureshi
Steve Conner
Nick Hamad
Fianna Dickson
Garrett Jones

Other Attendees

Andy Boyd
Michael Sloon
Doug Kelley

SUMMARY

- The committee approved to recommend the Park Board accept the following consent agenda item:
 - 2022 Golf/Parks Chemical/Fertilizer Value Blanket not to exceed \$225,000. The committee agreed to present to the Park Board as a consent agenda item.
- Michael Sloon presented an update to the online tee time bookings using a credit card.
- Nick Hamad presented an update on the Downriver irrigation project.
- Andy Boyd presented the 2022 Gold fund raising opportunities.
- Fiana Dickson presented the Golf marketing report.
- Mark Poirier presented the Golf financial report.
- Mark Poirier provided a superintendents' report and overview of What's Happening at the Courses.

The next regularly scheduled meeting is 8 a.m. Tuesday, Mar. 8, 2022, via WebEx.

MINUTES

The meeting was called to order at 8:01 a.m. by committee chair Gerry Sperling.

Public comment: None

Action items

1. Mark Poirier presented the annual [2022 Golf/ Parks chemical/fertilizer value blanket](#) which will be used for various turf chemicals throughout the golf courses and parks. Ben Nelson, superintendent at Downriver Golf Course is responsible for compiling the information and creating the comparison report. Due to continually rising costs, this will offer the greatest chance to lock in the most cost-effective rates.

Motion #1 – Gerry Sperling moved to approve the 2022 Golf/Parks Chemical/Fertilizer Value Blanket not to exceed \$225,000. Barb Richey seconded and the motion passed unanimously. The committee agreed to present the recommendation to the Park Board as a consent agenda item.

Discussion item

1. Mike Sloon presented an update on the online tee time booking process, which is seeing approximately 65,000 bookings per year.
2. Nick Hamad gave an update on the [Downriver irrigation project](#), which is 55% complete. The mainline is substantially complete, however, no laterals have been completed. In addition, the storm pipe installation is completed, with topsoil ready to go for turf repair in the spring. The fiberoptic cable has been installed up to the shop, awaiting final IT configuration with for a total of \$1,745,865.25 as of Feb. 7, with another \$1.2 million remaining. The project has been on hold and will pick up again in February with mainline flushing and lateral and head installations. Estimated completion date is July 1, 2022. The course will remain open during construction with 16 open holes
3. Community resident and avid golfer, Andy Boyd, “had an epiphany on hole 7 at Indian Canyon Golf course to form a non-profit partnership called the [Friends of Spokane Golf](#)”, which will provide golfers an opportunity to take ownership and pride in their local courses by donating much needed funds. Andy has already launched a website which will allow online donations, allow visitors to become members, and contains a survey for visitors to express their thoughts and concerns. He also suggested that a targeted campaign may be considered for specific course upgrades if the donation process is successful. In order to move forward with this project, the committee will need a memorandum of understanding from the Park Board.

Standing reports

1. [Golf marketing report](#)

Fianna Dickson pointed out the cover story of the Pacific Northwest Golfer magazine, featuring a story on the Downriver irrigation improvements and legacy of the course. The Inlander has given the golf courses excellent exposure, including their Best-Of issue. The email and direct mail campaign have reached over 20,000 residents with over 90,000 people touched through the City-wide e-newsletter. There has been a surge in “clicks” through Google advertising, with a 16% average, vs the 2% national average, at 14¢ per click. Local media and media coverage have been equally remarkable. In addition, several high impact TV, online and social media paid advertising outlets are being utilized.

Looking ahead, marketing plans include an increase in email frequency, short videos with golf tips, an updated TV commercial and photo assets, as well as a presence at the Feb. 19-20 Golf Show. They will focus on items such as the junior golf league, reducing barriers to attract

new golfers, and water conservation/stewardship and current and future investments.

2. [Golf financial report](#)

Mark Poirier presented a breakdown and comparison report of the 2021 vs. 2022 pre-sale amounts. The 2021 total gross sales were \$221,310 vs. 2022 at \$204,520. The annual pass rates are down in for 2022 by \$17,514.72, however, cart fees are up by half.

3. Superintendents' reports - What's Happening at the Courses – Mark Poirier

- a. Ben Nelson, with Downriver reports working with Comcast and IT for the fiberoptic connection.
- b. Rob Decker, with Qualchan reports they have been busy cleaning out more brush, clearing ice and water off the greens in an effort to open in the near future, weather permitting.
- c. Josh Harty, with Indian Canyon reports there is a waterline break at the potable shop line. They are spending the winter spreading epoxy on the garage floor and painting the shop walls. He reports the greens are mostly snow covered with snow on the cross-country ski trails. There is ice on the greens, which seems porous, but they are not concerned at this time.
- d. Mike Vandervert with Esmeralda reports the snow is slowly melting but noticed ice under the snow. They have black sanded some greens open the pore space in the ice. Winter projects include painting tee markers with the new logo, a thorough equipment audit to assist with future replacements, built new shelving for the lower shop, and setting up the reels for the lawnmowers. Esmeralda has experienced more theft recently (broken locks behind gate 15 and broken lid to the gas pump handle). A police report was made, but this is becoming a persistent problem. Mark and Mike will be meeting with Stanley Security Solutions Wednesday for a possible resolution and added security.

Adjournment: The meeting was adjourned at 9:23 a.m.

The next regularly scheduled meeting is 8 a.m. Tuesday, Mar. 8, 2022, via WebEx.

Spokane Park Board

Briefing Paper



Committee	Golf		
Committee meeting date	Feb. 8, 2022		
Requester	Mark Poirier	Phone number: 509.625.4653	
Type of agenda item	<input type="radio"/> Consent	<input type="radio"/> Discussion	<input type="radio"/> Information <input checked="" type="radio"/> Action
Type of contract/agreement	<input type="radio"/> New	<input type="radio"/> Renewal/extension	<input type="radio"/> Amendment/change order <input checked="" type="radio"/> Other
City Clerks file (OPR or policy #)			
Item title: (Use exact language noted on the agenda)	2022 Golf/Parks Chemical/Fertilizer Value Blanket		
Begin/end dates	Begins: 03/01/2022	Ends: 02/28/2023	<input type="checkbox"/> Open ended
Background/history:	<p>This annual bid goes out to distributors each spring, for various turf chemicals used throughout Golf and Parks. With new products, rising shipping, fuel, and fertilizer costs this gives Golf and Parks the best chance at the lowest prices and locks us in for a year to help with consistent pricing. Attached is the tabulation sheet for these quotes as prepared by City Purchasing Department using state purchasing guidelines.</p>		
Motion wording:	To approve the Golf/Parks chemical/fertilizer value blanket for 2022 for an amount NTE \$225,000.		
Approvals/signatures outside Parks:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
If so, who/what department, agency or company:			
Name:	Email address:	Phone:	
Distribution:	Thea Prince - City Procurement		
Parks – Accounting			
Parks – Pamela Clarke			
Requester: Ben Nelson			
Grant Management Department/Name:			
Fiscal impact: <input checked="" type="radio"/> Expenditure	<input type="radio"/> Revenue		
Amount:	Budget code:		
\$225,000	4600-55200-76680-53201	4600-55300-76680-53201	
	4600-55400-76680-53201	4600-55500-76680-53201	
Vendor:	<input type="radio"/> Existing vendor	<input type="radio"/> New vendor	
Supporting documents:			
<input checked="" type="checkbox"/> Quotes/solicitation (RFP, RFQ, RFB)	<input type="checkbox"/> W-9 (for new contractors/consultants/vendors)		
<input type="checkbox"/> Contractor is on the City's A&E Roster - City of Spokane	<input type="checkbox"/> ACH Forms (for new contractors/consultants/vendors)		
<input type="checkbox"/> UBI: _____ Business license expiration date: _____	<input type="checkbox"/> Insurance Certificate (min. \$1 million in General Liability)		

Soil Technologies Corp.	HORIZON DIST	PLANET TURF	Helena Agri-Enterprises	WILBUR ELLIS	SIMPLOT PARTNERS
2103 185th Street	4004 E Francis Ave	6422 E 2nd Ave	4802 N Florida st	12001 E EMPIRE AVE	11600 NE Marx St
Fairfield, IA 52556	Spokane WA 99217	Spokane WA 99212	Spokane, WA 99217	Spokane Valley, WA 99206	Portland OR 97220
VB#	VB#	VB#	VB#	VB#	VB#
xavier@soiltechcorp.com	nick.newman@horizononline.com	jim@planeturfusa.com	conciennec@helenaagri.com	bradford@wilburellis.com	erik.boley@simplot.com
(641) 472-6189	(208)929-2522	(509) 921-5421	(509)795-9175	(509) 994-4735	(971) 219-9959

Reference Number

Description

UOM

Fertilizers

1	0-0-50 Standard Grade	50 lb bag					\$30.96	
2	0-0-50 Standard Grade	1000 lb bag					\$619.17	
3	16-16-16 Standard Grade	50 lb bag			\$40.00	\$23.00	\$25.74	
4	Earthworks Replenish 5-4-5 greens grade	50 lb bag					\$33.00	
5	Earthworks Replenish 10-2-5 greens grade	50 lb bag					\$41.00	
6	Earthworks Myco-Replenish 3-3-3 greens grade	50 lb bag					\$38.00	
7	Earthworks Replenish 16-0-5 standard grade	50 lb bag					\$50.00	
8	Earthworks Replenish 8-2-2 standard grade	50 lb bag					\$25.00	
9	Helena Pro-Mate 23.9-11.7-3.8 standard grade	50 lb bag				\$39.63		
10	Nucleus 0-0-21	5 gal				\$75.00		
11	Hydra-Hume 0-0-1	5 gal				\$75.00		
12	Super Trace 2-0-4 6%FE	2.5 gal					\$43.45	\$72.50
13	9-1-3 EcoGreen w/Humic Acid Greens Grade	50 lb bag						
14	43-0-0 Gal-Xe Standard Grade	50 lb bag						
15	28-7-14 40% PCSU w/Infiltrate	50 lb bag					\$33.00	
16	47-0-0 Umaxx Mini	50 lb bag					\$39.31	
17	47-0-0 Urea Feed Grade	50 lb bag					\$29.18	
18	ASN 26-0-0 Best FusN	50 lb bag						\$32.00
19	28-3-6 80% MU 1.5% Fe 2 particle blend BEST	50 lb bag						
20	25-3-15 Mini Eagle Wilgro plus Infiltrate	50 lb bag					\$39.00	
21	25-3-15 Mini Eagle Wilgro	50 lb bag					\$37.00	
22	30-1-9 Best w/Gal-Xe One	50 lb bag						
23	Andersons 18-0-4 w/Dimension	50 lb bag					\$43.27	
24	12-8-16 pro-prills Best Standard Sgn	50 lb bag						
25	12-8-16 pro-prills Best Mini Sgn	50 lb bag					\$616.82	
26	24-4-16 Mini-Durance Wil-Gro	50 lb bag					\$38.89	

27	Microgreens 10-4-16 Best greens grade	50 lb bag					
28	44-0-0 HCU humic coated urea, Andersons 215 sgn	50 lb bag					\$46.80
29	Andersons 13-2-13 100 sgn	50 lb bag					\$55.60
30	21-3-5 w/Surge	50 lb bag			\$75.00		\$39.00
31	Andersons 16-0-9 w/Surge Mini	40 lb bag					\$39.23
32	Wil-Gro Long Distance 25-4-12	50 lb bag					\$34.00
33	23-0-11 50% UMAXX eq. 46-0-0, 50% K-Mag 0-0-22	50 lb bag					\$30.00
34	Andersons DG 12-3-12 greens grade	40 lb bag					\$59.15
35	Andersons DG 14-7-14 greens grade	40 lb bag					\$63.89
36	Turface MVP Infield Conditioner	50 lb bag		\$9.63			\$17.64
37	SuperCal SO4 standard sgn plus Infiltrate	50 lb bag					\$16.84
38	SuperCal SO4 standard sgn	50 lb bag		\$13.00			\$14.84
39	Tru Gyp prilled standard sgn 210	50 lb bag					
40	Amend Simplot	260 gal					
41	Amend Simplot	2.5 gal					
Grass Seed							
1	Alpha Bentgrass non coated	25 lb bag				\$312.50	\$234.37
2	Pure Distinction Bentgrass non coated	25 lb bag			\$537.50	\$625.00	\$468.75
3	L-93 XD Bentgrass non coated	25 lb bag				\$375.00	\$281.25
4	T-1 Bentgrass	25 lb bag				\$365.00	
5	CSI Creeping Ryegrass	50 lb bag					
6	70% Turf type tall fescue 30% KBG Blend	50 lb bag				\$130.00	\$162.50
7	70/80% KBG 30/20% PRG	50 lb bag				\$175.00	\$192.00
8	Regenerating Perennial Ryegrass Certified	50 lb bag				\$175.00	\$186.87
Fungicides							
1	Headway G	30 lb bag				\$60.00	\$60.90
2	Affirm	2.4 lb bag			\$258.24	\$258.24	\$258.24
3	Chipco 26019	2.5 gal				\$150.00	\$159.27
4	Dorado	2 gal				\$180.00	\$148.00
5	Fame + C (AGENCY)	2.5 gal				\$491.43	\$491.43
6	Insignia Sc Intrinsic (AGENCY)	30.5 oz				\$496.54	\$496.54
7	Previa	2.5 gal				\$112.50	\$98.62
8	Instrata (Volume Order >25 gals) (AGENCY)	2.5 gal				\$375.11	\$375.15

9	Turfcide 400 PCNB	2.5 gal		\$163.55	\$163.55	\$163.55	\$163.55	
10	Velista (AGENCY)	22 oz				\$243.69	\$243.76	
11	Premion	2.5 gal				\$208.00	\$208.00	
12	Signature XTRA STRESSGUARD (AGENCY)	5.5 lb				\$176.23	\$176.22	
13	Maxtima (AGENCY)	26 oz				\$210.60	\$210.60	
14	Tekken	2.5 gal				\$375.00	\$375.00	
15	Navicon (AGENCY)	37 oz				\$497.28	\$497.28	
16	Secure Action (AGENCY)	0.5 gal				\$405.32	\$405.32	
17	Segway SC	39.2 oz			\$415.00	\$415.00	\$415.00	
18	Union SC	2.5 Gal				\$267.00	\$667.50	
19	Appear II (AGENCY)	2 Gal				\$328.28	\$328.30	
20	Pedigree SC	2.5 Gal				\$765.63	\$765.62	
21	Densicor(AGENCY)	51 oz				\$604.20	\$604.20	
22	Ascernity (AGENCY)	1 Gal				\$458.19	\$458.19	
Generic Fungicides (any brand)								
1	Chlorothalonil	2.5 gal		\$101.00	\$75.00	\$95.00	\$94.41	
2	Propiconazole 14.3%	2.5 gal		\$283.00	\$130.00	\$200.00	\$117.20	
3	Iprodione	2.5 gal		\$204.00	\$179.00	\$150.00	\$147.05	
4	Fluazinam	1 gal			\$290.00		\$228.00	
5	Tebuconazole	1 gal		\$105.00	\$66.00	\$80.00	\$79.88	
6	Thiophanate-Methyl	2.5 gal		\$177.00	\$100.00	\$105.00	\$134.67	
7	Azoxystrobin 50 WDG	1 lb		\$128.00	\$125.00	\$125.00	\$111.78	
Wetting Agents								
1	Aristocracy	2.5 gal				\$212.50		
2	Duplex	20 gal			\$697.00		\$788.60	
3	Rely III	2.5 Gal						\$175.00
4	Rely III	30 Gal						\$2,250.00
5	Rely 2	30 gal						\$2,250.00
6	Dispatch	30 Gal		\$1,300.00			\$1,131.00	\$1,370.00
7	Soaker +	2.5 Gal				\$120.00		
8	Soaker +	30 Gal				\$1,440.00		
9	Vivax	20 gal			\$1,609.00		\$1,441.80	
Herbicides								

1	Gallery Sc	2 gal				\$1,362.00	\$1,362.00	
2	Defendor	32 oz			\$184.00	\$184.00	\$184.00	
3	Specticle Total	144 oz				\$85.00	\$76.42	
4	Dimension/Defender combo pack	2 gal			\$1,122.00	\$1,122.00	\$1,122.00	
5	GameOn	2.5 gal				\$132.50	\$132.50	
6	On Deck	2.5 gal				\$125.00		
7	Glyphosate 41%	2.5 gal			\$130.00	\$100.00	\$85.00	
8	Speedzone EW	2.5 gal		\$230.94		\$217.38	\$217.37	
Other								
1	Podium	1 gal				\$165.00	\$137.69	
2	Cutless MEC (AGENCY)	2.5 gal			\$1,136.65	\$454.66	\$1,136.65	
3	In-Place	2.5 gal					\$128.55	
4	Castaway	50 lb			\$80.00			
5	Peaco peat moss hypnum peat	2.0 cbft					\$10.70	
6	Premier Pro Mix HP w/Mycorrhizae	3.8 cbft					\$38.71	
7	Premier Pro Mix HP	3.8 cbft					\$39.00	
8	Bac-Pack, Soil Tech Corp	2.5 gal	\$610.10					
9	Anuew	1.5 lb			\$117.15	\$117.15	\$117.15	
10	Quanta	2.5 Gal				\$112.50		
11	DuraPhite 12	2.5 Gal						\$145.00
12	Oskie	2.5 Gal				\$150.00		
13	Transition HC pigment	1 Gal				\$185.00	\$93.75	\$248.50



Downriver Golf Course Irrigation Renovation Construction Status February 2022

Contractor: Heritage Links
General Superintendent: Tim Hubbard
Project Superintendents: Narciso San Juan

Golf Course Superintendent: Ben Nelson
Irrigation Consultant: Irrigation Technologies
Project Manager: Nick Hamad



IRRIGATION WORK STATUS

- Irrigation @ 55% completed
- Mainline substantially complete
- No laterals complete

PROJECT RELATED STORM WORK

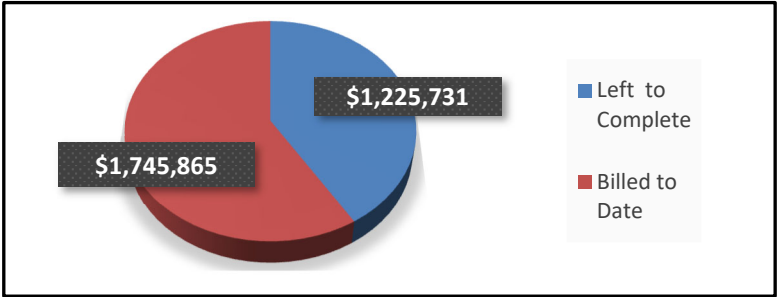
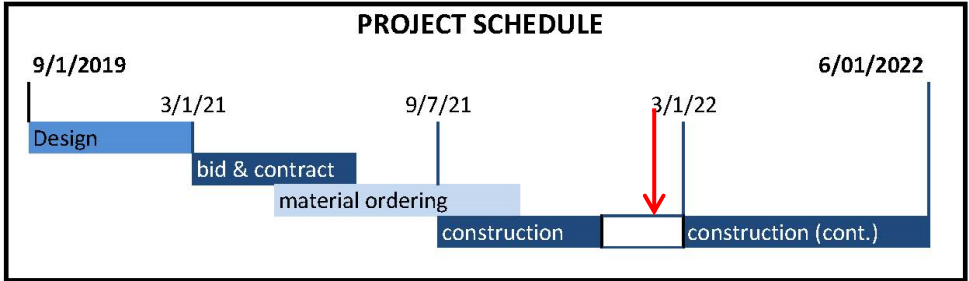
- Storm Pipe install complete
- Topsoil Stockpiled for turf repair

PROJECT RELATED IT WORK

- Fiber installed to shop in winter
- Awaiting Final IT configuration

LOOK AHEAD SCHEDULE

- Remobilization in February
- Mainline Flushing
- Lateral & Head Installation



Base Project Amount (includes WSST)	Change Orders	Current Expenditures thru 02/07/22	Remaining Contract Amount	Percent Complete by Budget	Percent Construction Complete	Physical Completion Date
\$2,943,823.28	\$27,773.54	\$1,745,865.25	\$1,225,731.57	59.3%	55%	7/1/22

Connecting Donors with City of Spokane Golf Courses

Andy Boyd

With the assistance of Mark Poirier

8 January 2022

Background

- City of Spokane golf courses have devoted golfers
- City of Spokane golf courses can always use additional money
- Goal:
 - Provide golfers an opportunity to donate money to the courses
 - Help golfers further develop a sense of pride and personal connection with Spokane golf

Practical Challenges

- Spokane, like all government agencies, is limited by its ability to fundraise
- Nonprofit organizations do not face many of these same limitations
- As a result, there is a long history of partner nonprofit organizations being formed with the sole intent of supporting government agencies



Friends of Spokane Golf

- Andy Boyd is taking the lead on forming a nonprofit partner for City of Spokane Golf



Friends of Spokane Golf



Mission Statement

The Friends of Spokane Golf exists to promote the enjoyment, playability and aesthetics of City of Spokane municipal golf courses

How Would the Relationship Work?

- The Friends of Spokane Golf will work with the City of Spokane golf to determine projects consistent with its mission and to raise funds for those projects

Why is Andy Boyd Wanting to Start a Nonprofit Partner for City of Spokane golf?

- Has a special fondness for City of Spokane golf
 - Indian Canyon was first 18-hole golf course ever played
- Retired
- Enjoys outlets for technical abilities
 - Website design, logos, messaging, data analytics
- Epiphany on the tee of hole 7 at Indian Canyon
- Enjoyment/Interest

Indicators of Success

- City of Spokane golf has ...
 - ... a targeted email list of over 20,000 and growing
 - ... daily personal interaction with hundreds of Spokane golfers at clubhouse
 - ... a website that is visited by people making tee times
 - ... golf courses with a long history that are part of the city's fabric
 - ... support from Spokane Parks and Recreation

Going Forward

- Andy has completed a website that...
 - ... accepts online donations
 - ... allows visitors to become members
 - ... offers a survey for visitors to express their thoughts
- Waiting on MOU from the Spokane Parks Board to begin accepting donations and membership fees
- If general donations work well, consider a targeted campaign

Andy Boyd can be reached at

eaboyd81@gmail.com

or

director@friendsofspokanegolf.com

Golf Marketing Update

February 2022



2021 Highlights

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light to dark. The shapes are primarily triangles and polygons, creating a dynamic and modern aesthetic. The text '2021 Highlights' is centered in a clean, sans-serif font.

Print & Digital Ads

May cover of PNW Golfer magazine

- reached 150,000 golfers in WA, ID, OR, and BC
- Story of irrigation improvements & course legacy
- 3rd year in a row for irrigation improvement coverage



Spokane Golf A growing legacy

Spokane is known as a golf destination in Washington State. And it's easy to see why. The four city municipal courses offer quality, affordable golf with a wealth of sunshine, and the surrounding region provides outdoor recreation, entertainment, and a thriving food and drink scene.

The recent growth of Spokane golf is built on a strong legacy. Downriver opened 105 years ago, and it's enjoyed some famous players and major tournaments. It's nestled in tall pines along the Spokane River and Riverside State park, with gentle rolling terrain of over 6,000 yards and river views.

Downriver was joined by three additional city courses. Indian Canyon came on the scene in 1936, followed by Emerald in 1956 and The Creek at Quilcher in 1972. Each offers a unique personality, challenge, and draw.

Spokane city courses offer manicured fairways and smooth greens, made even better over the past three years with millions of dollars of investment in upgrades. These legacy courses bring antiquated irrigation systems – requiring manual overhead watering and leading to millions of gallons of water a year. Indian Canyon and Emerald recently received full new irrigation systems, and next up is Downriver. Construction begins this September and wraps up next May.

Spokane's golf scene offers high quality municipal courses at under \$45 a round, a tremendous value. Pined with Spokane's other amenities – outdoor adventures just 10 minutes from the city center, a vibrant downtown with a newly renovated 100-acre Riverfront Park, and impressive restaurants and brewery scene – it's an easy vacation destination.

Left: A late 1920s Ford Model T drives Downriver.
Right: From left to right: Joe Durgan, Bud Ward, Bill Welch, and King Condy before 1923. Durgan was the head golf professional at Downriver from 1915-1918, and named 1924 Professional of the Year by the PNW Section of the PGA. Ward, from the small town of Elsie, Wash, was the U.S. Amateur in 1929 and 1947. Welch won the 1947 U.S. Public Links Championship at Indian Canyon, and was quoted saying, "I never saw a course that beautiful in my life." He later moved from Tama to Spokane. Condy's love of golf is to the extent he made young caddies at Downriver, he went on to win several club championships, and carried 2 handbags. He often returned to Downriver to play with his friends and band mates.

Downriver GOLF COURSE Indian Canyon GOLF COURSE Emerald GOLF COURSE Quilcher GOLF COURSE

Book Tee Times at SpokaneGolf.org

Print & Digital Ads

GOLFER'S HOLIDAY

2022 GOLF PASSES

Get the golfer you love onto the green in 2022.

4-Pack (SAVE \$34).....\$150
Get 1 round each at Indian Canyon, Esmeralda, Qualchan & Downriver.

Season Pass.....SAVE UP TO \$100!
Players, Loyalty, and Unlimited passes.

Unlimited Junior Pass.....\$250

Call any City course to help determine the right pass for you.
Gift cards available in any amount.

**To purchase:
Dial 311 or call any City course.**

These holiday deals end Dec 31, 2021!

Logos for Indian Canyon, Downriver, Qualchan, and Esmeralda Golf Courses.

play our city GOLF COURSES

STARTING AT \$43/ROUND
Choose from four beautiful Spokane City courses, just minutes from downtown. Book your tee time now!

Logos for Indian Canyon, Qualchan, Downriver, and Esmeralda Golf Courses.

SpokaneGolf.org | Call 311 or 509.755.2489

FOUR CITY COURSES WITHIN 10 MINUTES OF DOWNTOWN!

INDIAN CANYON

Scenic vistas of downtown, rise above the stress and rise to the challenge of this historic course.

DOWNRIVER

A 100-year favorite, just down the river, just far enough away from everything else.

ESMERALDA

Where the obsession starts: open spaces and flat fairways for all skill levels. Warm up your swing here.

THE CREEK AT QUALCHAN

A grand challenge: modern target-style golf carved into untamed, natural beauty with panoramic views.

VISIT SPOKANEOLF.ORG TO BOOK YOUR ONLINE TEE TIME OR CALL MYSPOKANE AT (509) 755-2489

Four incredible courses

James Richman - Downriver

10 minutes from downtown

Aaron Theissen - Indian Canyon

but far enough away

Aaron Theissen - Esmeralda

from everything else

Aaron Theissen - The Creek at Qualchan

Dads & Grads Deal
One round at each course - **\$129**
(\$47 savings)
Purchase by June 20, use in 2021.

Affordable Tee Times at SpokaneGolf.org

- NW Golf Map
- Quarterly Activity Guides
- Inlander Golf Guide
- Inlander Annual Manual
- Inlander Best-Of Issue
- Inlander Winter Gift Guide

THANK YOU, SPOKANE

In a difficult year, Spokane parks have been go-to hangout spots for people in our region — to stay active, to get some fresh air, to reconnect with loved ones at a safe distance. We got through 2020 together. And we're still here for you.

Thank you to Inlander readers for voting us:

- Best Place to Socially Distance (Riverfront Park)
- Best Place for Disc Golf (Downriver)
- Best Golf Course (Downriver)

Call 311 or 509.755.2489 | SPOKANEPARKS.ORG

get your summer on

UNLIMITED ICE PASS

Adult (ages 13+): \$35.95
Youth (ages 3-12): \$30.95
Skate Rental Add-On: \$17.95

Passholder Benefits:

- 15% discount at Sky Ribbon Cafe
- 15% discount at Riverfront Gifts
- 4 Looff Carousel tickets (value: \$12)
- 1 buddy single-use admission ticket with skate rental (value: \$13.90)

golfer's holiday

2022 GOLF PASSES

4-Pack (SAVE \$34).....\$150
Purchase Dec. 1-31 and get 1 round each at Indian Canyon, Esmeralda, Qualchan & Downriver.

Membership Pass.....SAVE UP TO \$100!
Purchase 2022 Players, Loyalty, and Unlimited passes by Dec. 31.

Call any City course to help determine the right pass for you.
Gift cards available in any amount.

holiday fun

To buy passes and gift certificates, CALL 311, or visit us online at RIVERFRONTSPOKANE.ORG or SPOKANEOLF.ORG.
Limited time at these prices - see us online for details!

Email & Direct Mail

- ▶ Emails to our database (construction updates, COVID impacts, rates) (20,000+)
- ▶ City-wide e-newsletter (90,000+)
- ▶ Direct mail holiday promotion (4,000 households with known golfers in 5-mile radius of each course)



⌵ ⌵ News ⌵ 2021 ⌵ September ⌵ 2nd ⌵ Downriver Golf Course Irrigation F

Downriver Golf Course Irrigation Replacement Begins After Labor Day

16 holes to remain open for play

Media: Fianna Dickson, 625.6297. Golf/Parks & Recreation: 311 or 509.755.2489

Thursday, September 2, 2021 at 11:54 a.m.

SPOKANE – A full irrigation replacement will begin at Downriver golf course just after Labor Day. Construction is scheduled to last through late spring/early summer of 2022, and the improved irrigation system is estimated to save approximately 7 million gallons of water a year.

A 25% discount will be applied to all golf rates while the course is down to 16 holes. Construction will rotate through the course, closing just two holes at a time.

The upgrades at Downriver golf course coincide with a larger Public Works stormwater project, which continues work to improve the health of the Spokane River. To reduce construction impact on the golfing public, a stormwater pipe will be installed through the course at the same time the course's irrigation is being upgraded. Details on the Public Works Cochran Basin Downriver Stormwater Management project can be found [here](#).

Funding for the Downriver golf course irrigation upgrades is a combination of \$2.5 million from the golf Facility Improvement Fee fund, and \$409,000 from Public Works.

2022 PASS SALE

MUST PURCHASE BEFORE DECEMBER 31 2021

- Players Pass: \$50 (SAVE \$10)
- Loyalty Pass: \$275 (SAVE \$25)
- Unlimited Adult: \$2,100 (SAVE \$100)
- Unlimited Senior: \$2,000 (SAVE \$100)
- Spousal (add-on): \$650 (SAVE \$100)

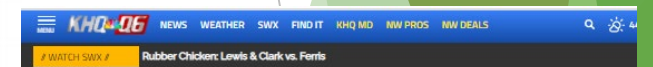
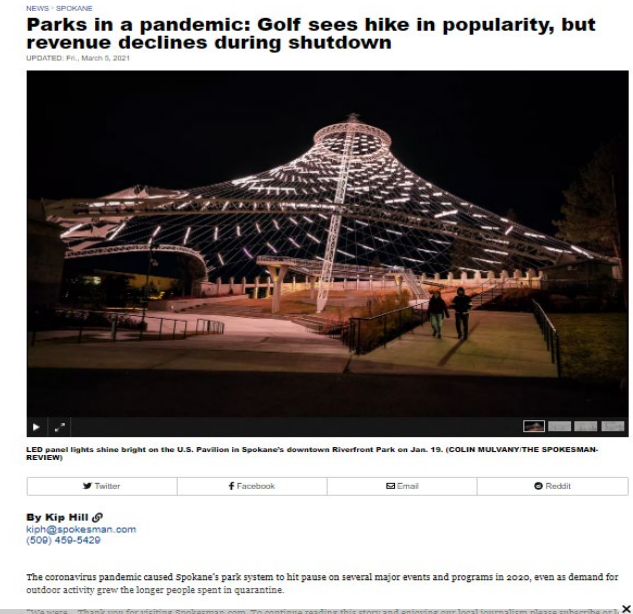
Google Search & Earned Media

Google search buy

- 56,000 impressions
- Average click-thru rate of 16% (national average <2%)
- 14 cents per click

Earned media

- Golf course openings
- Irrigation improvements & water savings
- Storm impacts
- Smoke impacts
- Rates
- Golf popularity during COVID



Indian Canyon Golf course opens for the season on March 26

Mar 24, 2021

Check Out The Newest Features To Keep In Touch With Friends And Family! VISIT SITE



Local Weather

The Indian Canyon Golf Course will open on Friday.

Indian Canyon tee times can be booked by calling 509-747-5353 or by clicking here.

The City of Spokane Parks and Recreation department said all open courses in Spokane are in Phase 3 and course restaurants are serving at 50% capacity.

Stay Up to Date on Facebook

Check Out The Newest Features To Keep In Touch With Friends And Family!

Local Weather


Currently in Spokane 44° 26°

1 PM 2 PM 3 PM 4 PM
45° 46° 46° 43°

Social Media

- Dads & Grads
- City Championship
- Holiday pass sale



 Spokane Parks and Recreation
Published by Josh Morrisey · Just now ·

Renaissance Financial presents the 2021 Spokane City Golf Championship, Friday August 27 through Sunday, August 29 at three of our beautiful City courses!

Friday, August 27: Downriver Golf Course
Saturday, August 28: Esmeralda Golf Course
Sunday, August 29: Indian Canyon Golf Course... [See More](#)



TV & Streaming Buy

TV

- Cable (Golf channel, TNT, the Olympics)
- Broadcast (KREM golf tournaments)
- Eastern WA, North ID, Western MT, & Southern Canada
- 173 spots during high viewing

Streaming & YouTube

- Targeting golf interests
- 1.1 million impressions

KAYU trade

- \$37,000 ad value
- 150 Esmeralda & 150 Downriver (\$13,000 value)



2022 Look Ahead

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light to dark. The shapes are primarily triangles and polygons, creating a dynamic and modern aesthetic. The text is centered in a clean, sans-serif font.

2022 Look Ahead

Strategies

- Golf show Feb. 19-20
- Updating TV commercial & photo assets
- TV & digital buy
- Print buy
- Google search buy
- Short videos - tips
- Updating brochure
- Increasing email frequency
- Software purchase

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Themes

- Junior golf
- Leagues
- New to golf, reducing barriers
- Best quality & value
- Water conservation/stewardship, current/future investments

Questions?
Thank you



2021 Pre-Sales Amounts

	Gross	Annual Pass	Carts	FIF	WA State	Admission Tax
City Hall	\$ 8,922.00	\$ 6,854.38		\$ 978.94	\$ 696.77	\$ 391.91
Downriver	\$ 62,922.00	\$ 51,715.54		\$ 3,527.27	\$ 4,916.06	\$ 2,763.13
Esmeralda	\$ 28,424.00	\$ 22,935.27		\$ 2,019.35	\$ 2,220.79	\$ 1,248.59
Indian Can	\$ 32,356.00	\$ 25,840.54	\$ 229.57	\$ 2,346.37	\$ 2,529.04	\$ 1,410.48
Qualchan	\$ 88,686.00	\$ 73,742.81		\$ 4,119.93	\$ 6,929.00	\$ 3,894.26
	<u>\$ 221,310.00</u>	<u>\$ 181,088.54</u>	<u>\$ 229.57</u>	<u>\$ 12,991.86</u>	<u>\$ 17,291.66</u>	<u>\$ 9,708.37</u>

2022 Pre-Sales Amounts

	Gross	Annual Pass	Carts	FIF	WA State	Admission Tax
City Hall	\$ 26,100.00	\$ 20,394.45		\$ 2,500.41	\$ 2,060.61	\$ 1,144.53
Downriver	\$ 20,750.00	\$ 16,609.43		\$ 1,592.48	\$ 1,638.13	\$ 909.96
Esmeralda	\$ 17,750.00	\$ 14,131.32		\$ 1,439.02	\$ 1,401.35	\$ 778.31
Indian Can	\$ 36,360.00	\$ 28,877.42	\$ 458.72	\$ 2,579.50	\$ 2,871.91	\$ 1,572.45
Qualchan	\$ 103,560.00	\$ 83,561.20		\$ 7,281.84	\$ 8,175.51	\$ 4,541.45
	<u>\$ 204,520.00</u>	<u>\$ 163,573.82</u>	<u>\$ 458.72</u>	<u>\$ 15,393.25</u>	<u>\$ 16,147.51</u>	<u>\$ 8,946.70</u>