



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

8:00 a.m. Tuesday, Aug. 06, 2024
Hybrid in-person and WebEx virtual meeting
Mark Poirier – Golf Manager

Committee Members

- X Nick Sumner – Chair (left 8:30)
- X Gerry Sperling
- X Barb Richey (arrived 8:07)
- X Doug Kelley (arrived 8:07)

Parks Staff

Mark Poirier
Jennifer Papich
Nick Hamad
Berry Ellison
Fianna Dickson
Jerry Stacy
Sarah Deatrich
Kris Behr

Golf Staff

Josh Harty
Rob Decker

SUMMARY

- The committee approved to recommend the Park Board accept the following agenda items:
 - None
- The Indian Canyon bunker renovation project update was given by Berry Ellison.
- Fianna Dickson presented the golf marketing report.
- Mark Poirier discussed the financial reports.
- An overview of What's Happening at the Courses was presented.

The next regularly scheduled meeting is 8 a.m. Tue., Sep. 10, 2024.

MINUTES

The meeting was called to order at 8:03 a.m. by committee chair Nick Sumner.

Public comment - None

Action items - None

Discussion item

1. Indian Canyon bunker renovation project update – Berry Ellison/Mark Poirier
 - a. Each of the 21 bunkers at Indian Canyon need to be redesigned, lined, scraped, and filled with new sand. The original design had brilliant meandering edges, which have been lost over the years and are difficult to maintain currently. Berry, Nick Hamad, Josh Harty and Mark have been discussing the best way to correct the bunkers and discovered the Better Billy Bunker liner. They pull the dirt out from the bunkers, reshape them to be more usable and easier to maintain, while remaining a challenge for the golfers. Most of the work is done underground. They would do 3-4 at a time to minimize user disturbance. A drywell drainage system will then be installed underneath with a thick layer of pea gravel which is then sprayed with a polymer to lock in place. The plans are out to bid and should be back Sept. 9 with the hopes of work being done in October or November.

Standing reports

1. [Golf marketing report](#) – Fianna Dickson

There has been nice growth with social media platforms and each of the courses have been taking ownership of their pages sharing great videos and customer content. The top most visited page on the City website is the golf page. The Google “search by” prompt is doing well, not only for golf, but “things to do in Spokane”. The commercial that was created last fall continues to run on Hulu and local broadcast channels through the fall. KREM is doing a neat golf segment each week featuring local courses, including the City courses.

2. [Golf financial report](#) – Mark Poirier

Due to the excessive heat, the month of July dipped down a little with rounds of golf, yet still at least 9,500 rounds ahead of 2023 Year-to-date. July revenue is up \$77,000 from 2023. YTD revenue is up however, expenditures are also up from 2023 due in part to the early opening of the courses. Last year the course openings were actually delayed due to late snow and heavy rain.

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

- a. [Downriver](#) rounds remained steady through the heat wave. Junior programming remains strong with high enrollment.
- b. [Qualchan](#) had a pro-am yesterday and the course was in beautiful condition. They have been working diligently to keep the course in shape, especially throughout the heat wave. The irrigation system is failing, and they are doing a lot of hand watering. July rounds are down about 85 from last year but up 2,500 YTD from last year. The City championship is full. The monthly couples event continues to grow.
- c. [Indian Canyon](#) hosted the Rosauer’s Open, which was exceptional and has raised over \$3.6M for the Vanessa Behan Center over the years. However, Josh would like maintenance to be involved with the pre-set meetings. The Rosauer’s set-up team did things that were disrespectful and harmful to the course. Three years ago, they began using organic fertilizer which Josh thinks has dramatically lowered his water usage. They are very excited about the bunker repairs. The patio shading was finally approved and should be installed within a few weeks
- d. [Esmeralda](#) the IEPGA Les Schwab Pro Am event drew a full field. Rounds were up slightly in

July. There has been issues with the irrigation system leading to lots of spot watering. Toro will cover the cost of a complete rewiring in the coming months. (They will also be doing Indian Canyon). They are in need of new mowing equipment as well as trucks with plows. Their security system is having some issues as well which Mark is aware of.

Adjournment: The meeting was adjourned at 8:44 a.m.

The next regularly scheduled meeting is 8 a.m. Tue., Sep. 10, 2024.

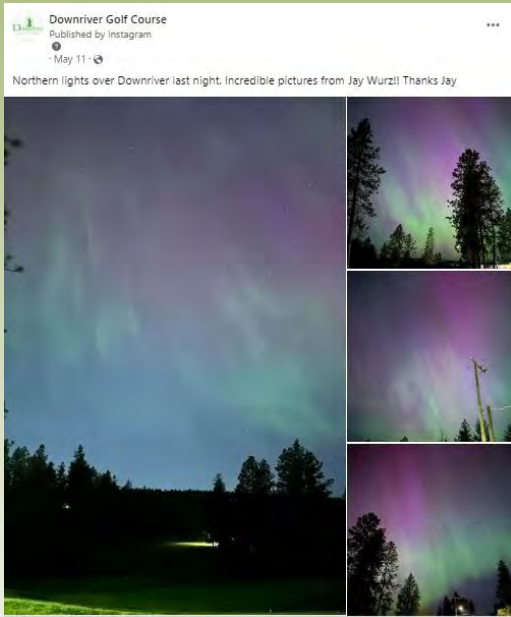
Golf

Communications

August 2024



Social Media



Emphasis on course social media engagement this year

Website



- One of the City's top 3 most visited pages during golf season

Search & Commercial Buy



- Search buy
- Hulu and other streaming -- Broadcast TV -- Cable
- Emphasis August-October + golf tournament programs
- Eastern WA, north to Canadian border, north ID, western MT

2024 Annual YOY Golf Comparison Report

[Return to Minutes](#)

ROUNDS

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
COUNT	REGULAR ROUND	12,659	11,674	986	11,333	10,499	834	13,117	11,029	2,088	12,009	10,513	1,496	0	0	0	49,118	43,715	5,404
	DISCOUNT ROUND	15,429	15,736	(307)	14,959	14,784	175	10,672	10,542	130	11,014	10,278	736	0	0	0	52,074	51,340	734
	MULTI-PLAY ROUND	2,656	1,860	796	2,290	1,499	791	1,563	1,155	408	3,576	2,901	675	0	0	0	10,085	7,415	2,670
	OTHER ROUND	2,326	1,878	448	1,555	1,440	115	3,054	2,855	199	1,665	1,698	(33)	0	0	0	8,600	7,871	729
	TOTAL	33,070	31,148	1,923	30,137	28,222	1,915	28,406	25,581	2,825	28,264	25,390	2,874	0	0	0	119,877	110,341	9,537
REVENUE	REGULAR ROUND	\$ 383,516	\$ 311,792	\$ 71,725	\$ 350,782	\$ 296,581	\$ 54,201	\$ 414,852	\$ 328,689	\$ 86,164	\$ 391,530	\$ 300,995	\$ 90,535	\$ -	\$ -	\$ -	\$ 1,540,680	\$ 1,238,056	\$ 302,624
	DISCOUNT ROUND	\$ 398,410	\$ 339,465	\$ 58,945	\$ 394,473	\$ 328,063	\$ 66,410	\$ 300,397	\$ 251,431	\$ 48,966	\$ 319,953	\$ 254,247	\$ 65,705	\$ -	\$ -	\$ -	\$ 1,413,232	\$ 1,173,206	\$ 240,027
	MULTI-PLAY ROUND	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,775	\$ 21,693	\$ 4,082	\$ -	\$ -	\$ -	\$ 25,775	\$ 21,693	\$ 4,082
	OTHER ROUND	\$ 35,344	\$ 21,708	\$ 13,637	\$ 3,838	\$ 1,027	\$ 2,811	\$ 57,303	\$ 54,198	\$ 3,105	\$ 15,294	\$ 18,488	\$ (3,195)	\$ -	\$ -	\$ -	\$ 111,779	\$ 95,420	\$ 16,359
	TOTAL	\$ 817,270	\$ 672,964	\$ 144,307	\$ 749,094	\$ 625,671	\$ 123,423	\$ 772,551	\$ 634,317	\$ 138,234	\$ 752,552	\$ 595,424	\$ 157,128	\$ -	\$ -	\$ -	\$ 3,091,467	\$ 2,528,375	\$ 563,092

PASSES

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
COUNT	DISCOUNT PASS	1,119	1,407	(288)	880	928	(48)	653	706	(53)	1,171	1,001	170	36	43	(7)	3,859	4,085	(226)
	SEASON PASS	8	21	(13)	43	28	15	16	21	(5)	44	34	10	5	1	4	116	105	11
	OTHER PASS	62	76	(14)	516	574	(58)	45	75	(30)	57	51	6	189	372	(183)	869	1,148	(279)
	TOTAL	1,189	1,504	(315)	1,439	1,530	(91)	714	802	(88)	1,272	1,086	186	230	416	(186)	4,844	5,338	(494)
REVENUE	DISCOUNT PASS	\$ 78,381	\$ 89,953	\$ (11,572)	\$ 73,527	\$ 56,556	\$ 16,971	\$ 43,105	\$ 35,744	\$ 7,361	\$ 77,574	\$ 54,740	\$ 22,834	\$ 3,057	\$ 3,070	\$ (13)	\$ 275,643	\$ 240,063	\$ 35,581
	SEASON PASS	\$ 12,851	\$ 26,798	\$ (13,947)	\$ 31,031	\$ 20,855	\$ 10,175	\$ 20,482	\$ 16,053	\$ 4,430	\$ 45,548	\$ 18,816	\$ 26,732	\$ 5,395	\$ 1,930	\$ 3,465	\$ 115,307	\$ 84,452	\$ 30,855
	OTHER PASS	\$ 10,377	\$ 10,737	\$ (359)	\$ 29,368	\$ 29,277	\$ 91	\$ 6,495	\$ 10,274	\$ (3,779)	\$ 10,829	\$ 8,717	\$ 2,112	\$ 12,721	\$ 20,397	\$ (7,676)	\$ 69,790	\$ 79,401	\$ (9,611)
	TOTAL	\$ 101,609	\$ 127,488	\$ (25,879)	\$ 133,926	\$ 106,688	\$ 27,238	\$ 70,082	\$ 62,070	\$ 8,012	\$ 133,951	\$ 82,273	\$ 51,678	\$ 21,172	\$ 25,397	\$ (4,224)	\$ 460,740	\$ 403,915	\$ 56,825

CART FEES

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
COUNT	PRIVATE CART FEE & PERMIT	365	361	4	424	482	(58)	215	263	(48)	272	297	(25)	0	0	0	1,276	1,403	(127)
	PRO CART FEE	15,450	14,814	636	16,353	15,762	591	17,164	16,050	1,114	15,026	13,708	1,318	0	0	0	63,993	60,334	3,659
	TOTAL	15,815	15,175	640	16,777	16,244	533	17,379	16,313	1,066	15,298	14,005	1,293	0	0	0	65,269	61,737	3,532
REVENUE	PRIVATE CART FEE & PERMIT	\$ 15,126	\$ 13,334	\$ 1,791	\$ 16,727	\$ 14,215	\$ 2,512	\$ 5,432	\$ 5,449	\$ (17)	\$ 15,786	\$ 11,408	\$ 4,379	\$ -	\$ -	\$ -	\$ 53,071	\$ 44,406	\$ 8,665
	PRO CART FEE	\$ 2,989	\$ 2,864	\$ 125	\$ 5,308	\$ 5,051	\$ 257	\$ 6,652	\$ 6,318	\$ 333	\$ 2,874	\$ 2,685	\$ 190	\$ -	\$ -	\$ -	\$ 17,823	\$ 16,917	\$ 905
	TOTAL	\$ 18,115	\$ 16,198	\$ 1,916	\$ 22,035	\$ 19,266	\$ 2,769	\$ 12,084	\$ 11,768	\$ 316	\$ 18,661	\$ 14,092	\$ 4,568	\$ -	\$ -	\$ -	\$ 70,894	\$ 61,324	\$ 9,570

BUCKET OF BALLS

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
COUNT		9,607	9,434	173	8,497	8,363	134	15,441	13,188	2,253	8,692	8,106	586	0	0	0	42,237	39,091	3,146
REVENUE		\$ 931	\$ 921	\$ 10	\$ 1,753	\$ 1,701	\$ 52	\$ 3,331	\$ 2,828	\$ 503	\$ 863	\$ 745	\$ 118	\$ -	\$ -	\$ -	\$ 6,877	\$ 6,194	\$ 683

FACILITY IMPROVEMENT FEE

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
COUNT		29,768	28,840	928	27,331	26,294	1,037	25,307	23,352	1,955	25,080	23,021	2,059	59	1,808	(1,749)	107,545	103,315	4,230
REVENUE		\$ 151,663	\$ 151,989	\$ (326)	\$ 140,999	\$ 135,748	\$ 5,250	\$ 128,403	\$ 122,639	\$ 5,763	\$ 133,217	\$ 121,288	\$ 11,929	\$ 1,368	\$ 1,808	\$ (440)	\$ 555,650	\$ 533,473	\$ 22,177

REVENUE SUMMARY

		DOWNRIVER			ESMERALDA			INDIAN CANYON			QUALCHAN			CITY HALL			TOTALS		
		2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF	2024	2023	DIFF
	Lessons	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	MISC REVENUE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	TOTAL REVENUE	\$ 1,089,588	\$ 969,560	\$ 120,028	\$ 1,047,806	\$ 889,073	\$ 158,733	\$ 986,450	\$ 833,622	\$ 152,829	\$ 1,039,243	\$ 813,822	\$ 225,421	\$ 22,541	\$ 27,205	\$ (4,664)	\$ 4,185,628	\$ 3,533,281	\$ 652,346

Golf Fund - July 2024



	Adopted Budget 2024	2024 Remaining Budget Balance	2023 July Actual	2024 July Actual	2023-2024 Monthly Difference	2023 YTD Actual	2024 YTD Actual	2023-2024 YTD Difference	2023 YTD % Of Budget	2024 YTD % Of Budget	YOY % Change
Revenue											
Program Revenue	\$ 5,374,077	\$ 1,057,633	\$ 875,598	\$ 946,400	\$ 70,802	\$ 3,586,191	\$ 4,316,444	\$ 730,254	83.38%	80.32%	-3.06%
Pre-Sale Revenue					\$ -	174,793	216,362	\$ 41,569			
Facility Improvement Fee	\$ -		\$ (133,021)	\$ (127,034)	\$ 5,987	\$ (544,531)	\$ (572,416)	\$ (27,885)			
Other Transfers-In	\$ -	\$ -			\$ -						
Total Revenue	\$ 5,374,077	\$ (1,413,687)	\$ 742,577	\$ 819,365	\$ 76,789	\$ 3,216,452	\$ 3,960,390	\$ 743,937	74.79%	73.69%	-1.09%
Expenditures											
Salaries and Wages	\$ 1,127,824	\$ 489,314	\$ 89,264	\$ 96,033	\$ (6,769)	\$ 526,679	\$ 649,708	\$ (123,030)	46.24%	57.61%	11.37%
Temp/Seasonal	\$ 651,762	\$ 341,436	\$ 75,985	\$ 79,966	\$ (3,981)	\$ 281,568	\$ 311,064	\$ (29,496)	43.15%	47.73%	4.57%
Personnel Benefits	\$ 467,123	\$ 43,154	\$ 47,484	\$ 51,016	\$ (3,532)	\$ 249,482	\$ 279,883	\$ (30,401)	77.23%	59.92%	-17.31%
Supplies	\$ 531,900	\$ 160,739	\$ 46,941	\$ 82,576	\$ (35,636)	\$ 261,882	\$ 250,011	\$ 11,870	63.76%	47.00%	-16.75%
Services and Charges	\$ 1,435,756	\$ 399,592	\$ 164,610	\$ 195,533	\$ (30,923)	\$ 488,150	\$ 653,476	\$ (165,326)	46.36%	45.51%	-0.84%
Interfund Payments	\$ 237,008	\$ 157,722	\$ 41,173	\$ 29,173	\$ 12,000	\$ 182,531	\$ 139,955	\$ 42,575	61.32%	59.05%	-2.27%
Subtotal Op. Expense	\$ 4,451,373	\$ 2,167,275	\$ 465,456	\$ 534,296	\$ (68,840)	\$ 1,990,291	\$ 2,284,098	\$ (293,808)	51.35%	51.31%	-0.04%
Capital Outlay	\$ 714,650	\$ 243,170	\$ 1,403	\$ 179,532	\$ (178,129)	\$ 425,832	\$ 471,480	\$ (45,647)	103.86%	65.97%	-37.89%
Transfers Out		\$ -									
Total Expenditures	\$ 5,166,023	\$ 2,410,445	\$ 466,860	\$ 713,829	\$ (246,969)	\$ 2,416,123	\$ 2,755,578	\$ 339,455	56.37%	53.34%	-3.03%
Net Gain/(Loss)	\$ 208,054		\$ 275,717	\$ 105,537	\$ (170,180)	\$ 800,329	\$ 1,204,812	\$ 404,483			

* Beginning Fund Balance	\$ 348,984	Updated 4/23
Less 7% Reserve	\$ (404,883)	
Less Current Lease Payments	\$ (164,729)	
Beginning Year Reserves	\$ (220,628)	
YTD Change in Cash	\$ 1,204,812	
YTD Available Cash	\$ 984,184	

* 2024 Beginning Fund Balance does not include the FIF reserve of \$2,218,214

Facility Improvement Fee - July 2024



	2023 July Actual	2024 July Actual	2023-2024 Monthly Difference	2023 YTD Actual	2024 YTD Actual	2023-2024 Monthly Difference
Revenue	\$ 133,021	\$ 127,034	\$ (5,987)	\$ 544,531	\$ 572,416	\$ 27,885
Debt Service Payments	\$ -	\$ -	\$ -	\$ 309,469	\$ 309,417	\$ 52

Facility Improvement Fee - Fund Balance	
Beginning Fund Balance	\$ 2,218,214
YTD Revenues	\$ 572,416
YTD Loan Payments	\$ 309,417
Ending Fund Balance	\$ 3,100,047

Golf SIP Loan Amortization		
Period Ending	Payment	Principal Balance
12/1/2023	\$ 308,666	\$ 6,349,397
6/1/2024	\$ 309,417	\$ 6,071,552
12/1/2024	\$ 308,608	\$ 5,793,183