

Annual FACILITY REPORT FOR



Annual Plan 2014

SUBMITTED BY



Alameda Chuck Corica Golf Complex 2014 Plans

Chuck Corica Golf Complex – Annual Plan 2014

2013 Review

Improvement Update – The approved improvement plans for the practice range and par three were completed. Feedback and reviews on the practice range have been very positive and overall seem to have exceeded expectations. Greenway was pleased with the results that were delivered on time and receiving great feedback from players as well as the golf commission. Last year started with the renovation of the practice range with plans to remove the synthetic turf and replace with a hybrid Bermuda, which is a very hearty and durable grass. The practice range was closed for about 6 weeks while the team installed new drainage, irrigation as well as 7 target greens.

As the surface changed from synthetic to grass, irrigation was needed and had to be pulled from the South course pump. With the South course irrigation being inadequate and has been for many years, it was determined necessary and best to accelerate the upgrades to the South pump in order to properly irrigate the grass on the range. The pump replacement was originally scheduled to be completed during the South Course renovation.

After the practice range was up and running the attention turned to the Par 3 course. The 13 acre property with insufficient drainage and irrigation will be transformed into a world class practice facility. The course was closed in May of 2013 and started to receive approximately 30,000 cubic yards of clean soil to create mounding between holes for both safety as well as privacy for the players. For several months the team worked on drainage and irrigation as well as creating retention ponds that will hold water during the winter months and not overflow the storm water canals.

The final grading was completed in early December and the course was ready for seed. Not knowing what the weather would bring this year, we decided to sod the mound areas for erosion reasons and seeded the fairways and green complexes. The greens were seeded with bent grass and the fairways were seeded with a creeping rye grass. The property was also transitioned to re-claimed water with a 100-foot buffer of potable water remaining along the fence line.

General Course Conditions - The complex did experience some challenges with the weather, 2013 was recorded as one of the driest years in California history. The property would typically see over 20 inches of rain, but 2013 only brought in 4.9 inches. With the high sodium content in the re-claimed water the complex turf grass suffered due to lack of fresh water to wash these salts out as well as a poor drainage system on both courses. However, the newly renovated Par 3 served as a good testament to the impact of good infrastructure. The par three course continued to see positive grow-in results with the re-claimed water because of the clean soil and proper drainage. We plan to see similar results on the South once the improvements are made.

Service, Fun Starts Now and Facility Programs – On the service side, players have seen a noticeable difference, especially on busier days with pace of play. 1st tee hosts are in place to greet the guests, space the groups as well as communicate course information to those who are playing Chuck Corica for the first time. On course, the ambassadors are very hands on, approaching all groups making sure they are enjoying their round and handling any questions or taking any feedback the guest may have. The entire staff went through the initial orientation and continues to attend monthly staff meetings to discuss guest feedback or ideas from staffers on how to make the experience better. We all know that we are not in the golf business, but the entertainment business and our job is to make sure our guests are leaving happy and look forward to their next visit.

The Fun Starts Now programs have played a very big role at the complex over the past year. Whether some changes were made to existing programs to make them stand out or new programs were put into action, players were always asking what was coming next. Wacky Wednesday, past senior appreciation day was given a minor twist and the staff continued to surprise the players by handing out small gifts as the players checked in the golf shop. Fun Friday's and our roving "Doctor of Fun", has been a great addition to the complex. Every Friday players are welcomed to the course with music, cookies and treats inside the golf shop and handed a Greenway scratch off at check in. More prizes are issued on the course during the round as well, with our famous Doctor of Fun making the rounds and challenging guests to various contests. Along with the various fun events, the complex also hosted several PGA National programs such as- Family Golf Month, Bring your Daughter/Son to the course and Get Golf Ready player development program, which was the most popular.

2013 Rounds and Revenue -

Golf Rounds 2013

Earl Fry (North Course)	68,650
Jack Clark (South Course)	41,883
Mif Albright (Par 3)	4,447
Total Rounds	114,980

***Mif Albright closed in April 2013 for renovations**

Complex Revenues 2013

Golf Operations- Green Fee, Cart Fee	\$3,018,629
Merchandise	\$228,198
Practice Facility- Practice Range, Lessons	\$525,831
Total Revenue	\$3,772,658

***Practice Range closed approximately 6 weeks for renovations**

2014 Alameda Golf Club Plans

Capital Improvement Plans - The majority of 2014 will be spent on the front 9 of the Jack Clark, South Course. Pending permits, Greenway plans to close the front 9 in early July to start the renovation process. As Rees Jones mentioned in the town meeting last year, the golf course will be designed to accommodate all levels of play. Some native grasses will border wide fairways as the players approach a bigger green complex. The native grasses will also assist with conservation of irrigation water. Even with the general routing not changing much, the course will have a much newer look and feel as players stand on each tee box. The newly restored course will also have completely new cart paths throughout the property, which will be an upgrade from the current paths. New drainage and irrigation will also play a big part in overall playing conditions. With these improvements, the players will notice much improved turf coverage as well as the ability to access the fairways in power carts sooner after a rain.

Along with the South course improvements, phase 2 will be completed on the practice range. This phase consist of renovations to the range building as well as completion of the grass tee on the back of the range which will offer a private practice experience and hitting off a grass surface.

Service, Fun Starts Now and Facility Plans – The complex will see several changes as we enter into 2014. For starters, Kris Moe was brought on board as the Director of Fun and Player Development. He will work very closely with Mike Winkenbach, Operations Manager, to introduce new player development programs, club fitting and club repair. The practice facility will have the latest technology for both teaching and club fitting needs. Kris plans to host themed nights at the range with music and snacks to create a fun and memorial practice experience. These events will be promoted in advance and occur 1-2 times per month. The practice range doesn't get all the fun, our Fun Coordinator will also run themed events on and off the golf course every month; whether it's bad pants day or wear your favorite sports jersey we hope all will attend. The reopening of the Par 3 will be very exciting with a new Hole in One program in place. Just One Golf will install cameras behind the trees on the 7th hole to record all shots from the tee. Players must register, at no cost, in the golf shop or on the tee in order to play for the grand cash prize of \$2,000 if a player makes a hole in one. This program will eventually be added to the North Course in the coming months. Just One Golf will also be exclusive to Chuck Corica for the next 5 years.

2014 Rounds and Revenue Projections –

***South course, front 9, to close July of 2014, pending permits-renovations**

***Mif Albright (Par 3), planned to reopen in May of 2014, with limited rounds for the 1st 2 months**

Golf Rounds 2014

Earl Fry (North Course)	70,719
Jack Clark (South Course)	31,213
Mif Albright (Par 3)	8,650
Total Rounds	110,582

Complex Revenues 2014

Golf Operations- Green Fee, Cart Fee	\$2,847,214
Merchandise	\$273,179
Practice Facility- Practice Range, Lessons	\$653,223
Total Revenue	\$3,772,617

Agronomy Turf Improvements - Greenway Golf has implemented various agronomy practices for overall quality control, which included:

- ✓ Reduction of chemicals throughout the property
- ✓ Irrigation water management for consistent playing surfaces
- ✓ Monthly topdressing to improve green complexes
- ✓ Monthly needle tine and slicing for better water penetration
- ✓ Reduced irrigation water usage throughout the property
- ✓ Improved surface quality on all greens within the same infrastructure and design.
- ✓ Landscape added for improved overall aesthetics to range area.
- ✓ Irrigation audit conducted on entire property
- ✓ Reduced potable water usage to 0.21% of maintained turf areas.