

**City of Alameda**  
**Chuck Corica Golf Complex**  
**2015 Annual Plan Review**





GREENWAY GOLF

# 2014 HIGHLIGHTS

## 2014 Property Improvements Completed (Recap) –

### •Par 3 Reopened May 21<sup>st</sup>, 2014 -

- Complete re-design
- New drainage, Irrigation and turf grass
- Enhanced safety with mounding between holes
- World class short game area with sand bunkers
- 2 retentions ponds incorporated in design to store irrigation and storm water
- Upgraded mats for teeing area





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## 2014 HIGHLIGHTS

### Par-3 2014 Round & Revenue as Compared to Prior Years

Par-3 Course	2010	2011	2012	2013	2014
Avg monthly rounds	1,049	1,087	1,064	891	1,898
Avg monthly revenue	\$6,656	\$7,132	\$6,733	\$5,971	\$19,499
		Rounds avg per month	2010-13	1,023	2014 1,898
		Revenue avg per month	2010-13	\$6,623	2014 \$19,499

#### 2014 averages as compared to past 4 years avg.

- ~ 10,500 more rounds average per year
- ~ \$144K average more revenue per year



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# 2014 HIGHLIGHTS

## Property Improvement Recap (Continued)

### **Other Course Improvements Completed -**

- Practice range landscape was upgraded, using drought resistant plants
- Par 3/ Teaching academy green rebuilt, rose bushes planted as border
- Commuters Grove completely renovated, new trees, mulch & landscape



New grass tee built at the back of range, sodded with hybrid Bermuda



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# 2014 HIGHLIGHTS

## Property Improvement Recap (Continued)

### **South Course Renovation Project Recap**

- ✧ South Course Front 9 Closed 9/14 for Phase One Renovations
- ✧ Includes:
  - Top soil fill to elevate course approx. 3ft
  - Rough shaping of holes





# 2014 HIGHLIGHTS

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## GREENWAY GOLF

### **General Course Conditions Recap –**

2014 Greatest Course Challenge - Lack of Rain and Poor Infrastructure

- The course irrigation water has very high sodium content and requires fresh storm water to flush the salts.
- The drought conditions elevated the salt levels and contributed to some North course turf thinning or becoming bare. Efforts to address included re-sodding/re-grassing with kikuyu from the South course closed holes.
- Drought conditions caused the North course sloughs/ponds to dry out and become unsightly and unpleasant smelling. The Regional Water Control Board, who toured the property with various Golf Commissioners, City Officials and Management from Greenway, confirmed the sloughs were designed for storm water drainage only, not to hold reclaimed water and act as a water hazard. Therefore refilling must come from rain and run off, as it did with the Dec. storms.





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# 2014 HIGHLIGHTS

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## **General Course Conditions Recap –**

December '14 Storm - Following the severe drought conditions the last month of the year experienced a large storm event with over 13 inches of rain accumulation and strong winds.

Although the rain was a welcome event and provided aide to flushing out the salts in the soil while also filling the sloughs, the extremely high winds and rain totals resulted in 32 large Eucalyptus trees becoming uprooted and major flooding forced the course to close for a few days. Additionally, it caused several weeks of delay on the South Course project as dirt couldn't be delivered due to wet conditions at the collection site and at the course.

The new drainage on the range and par 3 was certainly tested by the storm and passed with flying colors, guests were commenting on how dry the par 3 was after the biggest storm the Bay Area has seen in years.



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# 2014 HIGHLIGHTS



## Greenway's Fun Starts Now Programs Continue

- Monthly BBQ at the range w/music and shaved ice truck for the kids
- Skill challenge games on par 3
- Sonix range targets to help short game skills
- Attended Alameda Everything Event to promote course and player development
- Hired dedicated Golf Pro to serve as Dir. of Fun and promote free clinics, kids events and fun at the range and practice facility
- Dirty car contests, dirtiest car in the lot won a free carwash







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# 2014 HIGHLIGHTS

## 2014 Rounds & Revenue Recap –

<b>North Rounds</b>	62,284
<b>South Rounds*</b>	34,446
<b>Mif Par-3 Rounds**</b>	13,276
<b>Total Rounds</b>	<b>110,006</b>
<b>Total Facility Revenue</b>	<b>\$3,393,000</b>

\*Partial year, South Course reduced to 9-holes 9/14-12/14

\*\* Partial year as Par 3 was closed 1/14 - 5/20/14



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## 2015 PREVIEW

### Course Improvement Plans

#### North Course Turf:

Fairways/roughs - To supplement grass sodding efforts and to better address remaining thinning turf areas, select fairways and intermediate roughs were re-grassed in the spring utilizing Greenway's overplanting machine.



Turf was harvested from a hole on the South back 9 and used to replant on North course. The special over planting process allows for broader establishment of turf and quicker grow-in over the season.

Greens – Will continue to ebb and flow due to salt levels and poor infrastructure. Focus remains on keeping turf healthy w/good coverage.



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## 2015 PREVIEW

### Course Improvements Plans Cont.

**South Course Renovation:** 2015 started a bit slow with the entire property highly saturated from rains, which slowed the overall South renovation with project falling about 6 weeks off schedule.

The front 9 will have the same route as current, other than the 1<sup>st</sup> hole becomes a Par-5 that doglegs a bit right and a new par 3 - 5<sup>th</sup> hole, which will likely be one of the course signature holes.





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## 2015 PREVIEW

**South Course Renovation Cont.:** Large tee boxes will accommodate all levels of play with much improved and bigger green complexes allowing for several different hole locations.

Architect Rees Jones continues to visit the course to finalize hole features, green and bunker layouts.

South Course Back 9 closed in May to allow for back 9 phase 1 dirt movement.

Once the front 9 is in the grow in phase, work will move right into the back 9.

Subject to weather and speed of dirt deliveries, target opening all 18-holes is late 2016.

Architect Rees Jones & Greenway  
Project Mgr. Marc Logan review  
South front 9 layout





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## 2015 PREVIEW

### 2015 Rounds & Revenue Projections -

<b>North Rounds</b>	65,000
<b>South Rounds*</b>	5,000
<b>Mif Par-3 Rounds</b>	23,000
<b>Total Rounds</b>	<b>93,300</b>
<b>Total Facility Revenue</b>	<b>\$2,700,000</b>

- Rounds and Revenue projected lower for 2015 due to South Course all holes planned to be closed May 2015



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## 2015 PREVIEW

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### Marketing & Management Programs Overview

- Facility Survey: To best evaluate services, products and programs, a full facility survey will be conducted this summer.
- Par-3/Range: Planned events include summer leagues, DJ & live music, wine/beer tastings, new range targets & themed days
- Player Development Programs: Free clinics & get ready golf
- Communications & Management: Launch of new club website, new point of sale, new mobile player app, increased use of blogs and video and continued refinement of management





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## 2015 PREVIEW

### Marketing & Management Overview Cont.

- Club Branding (Refresh): In support of the ongoing improvements to the property, a professional marketing/design firm will be engaged to develop preliminary design plans for refreshing club brand, logo, facility color schemes, signage, etc. Will be presented at future golf commission for feedback



Fun Starts Now: To further move the entertainment mission forward, a Marketing Champion position will be added to the team lineup. Focus is to develop/promote fun events and increase play/participation



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## 2015 PREVIEW

### Marketing & Management Programs Cont.

#### - **FootGolf: Coming this Spring to Alameda**

FootGolf is the most exciting Player Development Program in the US. Golf Courses offering FootGolf are experiencing huge increases in play, a new younger customer to the course, and significant opportunities to promote the facility.



If done correctly, FootGolf (FG) can add 2,000 to 10,000 additional rounds to the golf course each year. Will also expand the enjoyment of the City's asset to more people within the community.



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# 2015 PREVIEW

QUESTIONS AND/OR COMMENTS