



# **Corica Park Golf Club**

## **2020 City Report**

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January 2020

# Corica

# 2019

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## **Golf Course New Awards –**

- Top 13 Best Par 3 Courses in America ~ Par 3 Course, Golf Magazine
- #5 Best New Public Course ~ South Course, Golf Digest
- #1 Best new Municipal Public Course ~ South Course, Golf Digest



## **Facilities/Operations:**

### South Course Turf Management

The hybrid Santa Ana bermudagrass in fairways continued to mature on the early sprigged holes and witnessed significant density gains in the Santa ana on sprigged/over seeded holes (11, 12, 16)

### South Course Supplemental Drainage

Continued to install supplemental hearing bone drainage in select locations on South course to improve isolated wet areas - this will be on going

### Annual Rainfall Comparisons

• 2019 Total: 28.77" | 2018\* Total: 21.94" | 2017 Total: 31.53"

### Pameiter and Hillside Grassing

Established native hillside grass area between 15,16,17 via seeded agrostis pallens (CA Native Bentgrass)

## **Facilities/Operations:**

### Paragolfer Mobility Device:

A new mobility cart called Paragolfer was purchased and put in service. Key staff completed orientation and training on this new all-terrain three-wheeled cart designed for disabled golfers. The paragolfer is available for use on the South Course, par 3 or range.

### Alameda Stand Up & Play Chapter:

Created an Alameda chapter of “Stand Up and Play” to promote the paragolfer. The mission of this new nonprofit organization is to raise funds to purchase additional mobility carts and to promote golf at Corica Park for wheelchair users and others with impaired mobility.

### New Entry Gate:

Installed a new mechanical gate operator at front entry of the facility



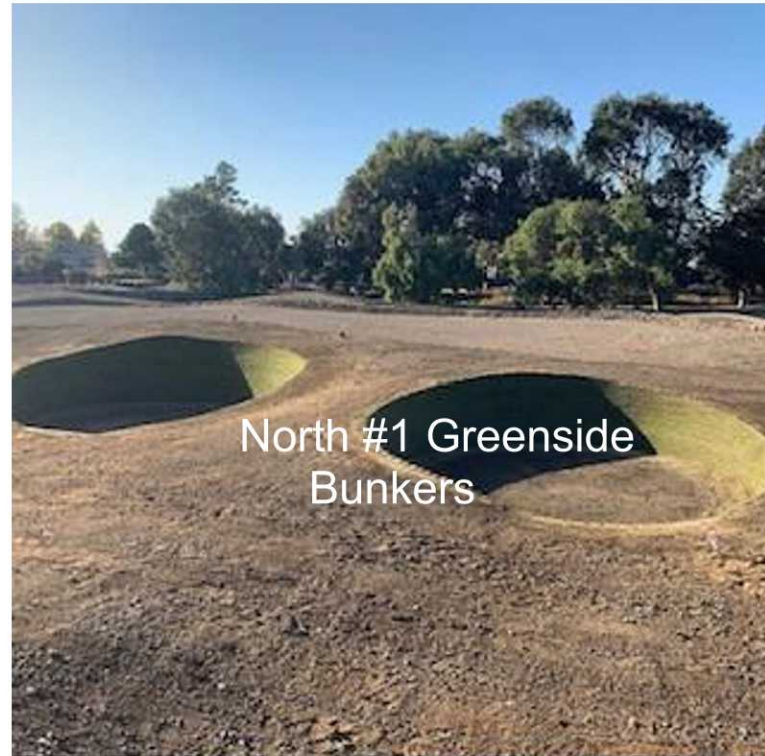
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## North Course Renovation -

Focus on front 9 importing of fill, shaping holes and cart paths, installing drainage and irrigation. Plans have been updated to include sand capping the course, which will further improve drainage.

### North Project Update:

- Front 9 holes shaped w/90% drainage installed
- Front 9 sprinklers installed, finishing off small/medium size sprinklers
- Hole #9 tee/green grassed & growing in
- Hole #9 sand cap complete
- Import started on back 9 holes



**2019 Rounds & Revenue Recap –**

<b>North Rounds</b>	<b>7,394</b>
<b>South Rounds*</b>	<b>60,047</b>
<b>Par-3 Rounds</b>	<b>16,990</b>
<b>Total Rounds</b>	<b>84,431</b>
<b>Total Facility Revenue</b>	<b>\$3,997,170</b>

\* North Course played as 5-9 holes during year

## Facility Items

- South Course:
  - Develop timeline to install top layer material for cart paths
  - Install additional hearing-bone drainage around South course basins
  - Continue transition of fairways to Bermuda from opening over seed
  - Plan for development of tee markers and directional signs
- Clubhouse Improvements:
  - Finalize plans and timelines for Clubhouse updates to men's and women's restrooms, exterior clubhouse re-facing and landscaping
- Parking Lot:
  - In conjunction with City repair and restripe of parking lot planned for spring

## **Marketing and Management Initiatives**

- TV Advertising Campaigns:
  - New advertising marketing videos to run selectively on Golf Channel
- Revenue Management:
  - Use revenue management tools to increase play utilization and revenues
- New Club Website:
  - Redesign website w/refreshed appearance & enhanced features
- Mobile Players Check-in:
  - Introduce mobile player check-in/payment to allow players to skip lines
- Social Media Engagement:
  - Social engagement via Facebook, Instagram and club database
  - Ongoing online targeted advertising for Bay Area and California



## Golf Rates

Golf rates for residents and all play will be evaluated annually for any proposed considerations for adjustments due to ongoing increases in cost of business. Preference is for a smaller annual adjustments in spring or as warranted versus larger increases every few years.

## Event Programming

Promote fun theme days at range & par 3 w/music, drink and social events

## Service Items

- Retail Management – Consult w/Sean Shelby of Alameda Golf Works to offer more merchandise selection, value and additional logo attire
- Pace of Play - Continue focus on pace of play w/directional signs, promo materials, additional marshalling, course set and tee sheet management
- Mandatory Golf Fridays – Promote weekly in-season Friday skins game
- Junior Golf - Reorganize summer camps to improve instruction

## Practice Range:

- Promote Power Tees w/Clinics
- Promote music and social days to encourage greater utilization
- Replace balls and mats as warranted
- Repaint range structures (ongoing)

## North Course Project:

- Complete construction work on first 9 holes
- Grass front 9 in spring/summer and begin grow-in
- Finish import of fill on back 9, grade, install drainage and irrigation with target of grassing spring/summer 2021
- Develop North front 9 opening plans, based on weather impacts and grow-in, estimated opening between fall 2020-spring 2021



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