

**Annual Report to McCall City Council**  
**Golf Course Advisory Committee**  
February 12, 2009

**“The McCall Golf Course came through one of our toughest years and is poised to capture more business and provide a better experience in 2009.”**  
Quote is from an optimistic golf advisory board member

**I. Positive Notes:**

Head PGA Professional’s Performance  
Superintendent’s Performance  
LOT Funding  
Mosquito Abatement  
Golf Course Marketing

**Head PGA Professional – A lot of golfers are playing at the McCall Course, eating at the Restaurant, and enjoying the overall experience. Golf is still affordable.**

1. Slight green fee rate increase in 2008.
2. Total number of golf rounds played decreased slightly (approximately 1,000 less than 2007), a decrease of 4 percent.
3. Restaurant revenue increased approximately \$100,000 over 2007, and is currently running ahead of 2008. The 2008 income was the largest ever recorded, but so were the expenses. The restaurant is open all year to maximize the use of the clubhouse.
4. Record number of junior golfers attended summer clinic. (Program continues to grow).
5. All tournaments were full, and the staff received numerous compliments. There is a waiting list for all of the men’s tournaments. Nearly 500 dinners were served at the McCall Amateur on Friday night (held on the driving range, included a live band).
6. Most of the pro shop staff is returning – all are well trained, courteous, professional, and helpful to the customers.
7. The Head Pro and advisory committee continue to have an excellent working relationship. Both parties feel valued when asked for their opinions on golf course items of discussion.

**Superintendent – Fully staffed within the budget, highly motivated crew produced noticeable improvements to the golf course.**

1. Fully staffed with 13 seasonal employees.
2. Staffing allows a mowing schedule that does not interfere with players or the pace of play.
3. More attention to detail: preventative measures like weed spraying, and beautification of grounds (flowers around the clubhouse).
4. New stairs to the clubhouse were installed (See Picture 1).
5. New signage installed on Davis Road (See Picture 2).
6. Drainage installed on Fairway of Aspen #9 (See Picture 3).
7. New Teebox to address safety concern on Birch #8 (See Picture 4).
8. Expanded the driving range (Picture #5).
9. Transplanted some large conifer trees from Legacy Park (Picture #6)





**Picture #6**



**LOT Funding – more dollars invested in the golf course, labor and facilities.**

1. Advisory Committee is very appreciative of the dollars provided by LOT: \$40,000 per year.
2. Several pieces of equipment that were purchased with previous LOT dollars are now in use.
3. Added two seasonal positions.

**Mosquito Abatement – Second Year this program has been effective and well coordinated with City Council and adjacent neighborhoods.**

1. Focus has been preventative. (Staff monitored the ponds to check for larvae and then applied chemical to prevent larvae from turning into adult mosquitoes.)
2. Air born spray was needed (approximately 10 times) to follow up when adult mosquitoes were prevalent.
3. In general, most neighbors were appreciative of the way the education was conducted.
4. One homeowner association has contributed dollars to help with the FY 2008 Program.
5. Well received by golfers and most homeowners adjacent to the golf course.

**Golf Course Marketing Plan – Payette River Mountains Visitor Association and Web Site.**

1. Joined up with other local golf courses to attend three golf expositions.
2. Eric will attend shows in Boise, Spokane, and Seattle to attract new players. Focus is on traveling to McCall to play all of the good local courses.
3. Advertising banner is very professional and sets up easily at the trade shows.
4. Web Site was up and running last year and was updated each week.

## **II. Challenges:**

Mother Nature – Long Winter with Heavy Snow pack  
Energy Prices (\$4 per gallon gasoline and \$5 per gallon diesel)  
Economy in General has declined.

### **Mother Nature – the long winter and heavy snow pack created numerous challenges to the Golf Course Operations.**

1. The opening day was delayed nearly one month (June instead of May).
2. We lost several greens and had to use temporary greens until early July.
3. We spent a lot of money and time trying to get the course back in shape after snow mold and ice damage took their toll on fairways and greens.
4. Revenue was down because the course was not open in May and the appearance of the course was not optimal in June.
5. Eric and his crew had to defer some projects until the fall months.

### **Energy Prices – fuel for tractors and mowers spiked at an all time high last summer.**

1. Eric could not have forecasted such a rapid rise in fuel costs.
2. Mowing and other maintenance costs tied to fuel were higher than estimated.
3. Eric had to compensate by reducing costs in other areas to balance.

### **Economy in general continued to decline in FY 2008.**

1. Travel in general has declined compared to previous years.
2. Golf rounds have declined (Nationally).
3. Restaurants have closed (Boise and McCall).
4. LOT revenue has declined.

**Summary:**

The overall health and appearance of the golf course has been greatly improved over the past few years. The food service is very good and all aspects of the golf course are getting better. We did our best to shake off the difficulties the heavy snow pack brought in and adapted our green fee twilight rates to match the current economy. The Head PGA Professional, Superintendent, associated staff, and committee are working well together to solve problems and build on success.

In just three years, the financial picture will look much brighter as the irrigation bond debt will be retired. This would free up approximately \$136,000 that could be invested in the golf course to accomplish some of the goals described above: better maintenance equipment, more labor, some small capital improvements to the course and clubhouse.

The pride in our Municipal Golf Course is here to stay in spite of temporary set backs experienced in 2008. The golf course advisory committee appreciates the value the City Council has placed on supporting this valuable amenity.

The way to secure our future is to increase revenue, and the most likely way to increase play and revenue is to emphasize the shoulder season of late spring and early summer. It is essential that adequate funding and staffing is available to put the course to bed properly in the Fall and do the necessary clean-up and preparation in the Spring so that word gets out early in the season that McCall is the place to play.

Annual Committee Report Submitted by

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Golf Course Advisory Committee Chairman