

Annual Report to McCall City Council
Golf Course Advisory Committee
March 11, 2010

The McCall Golf Course opened in May in excellent condition; rounds of play increased by nearly 1,000, and eight improvement projects were completed.

I. Positive Notes:

Head PGA Professional's Performance
Superintendent's Performance
LOT Funding
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. Our municipal golf course is meeting the demand for an affordable resort experience.

1. Green fee rate increase of approximately five percent in 2010; goal is to keep revenue in line with costs – break even.
2. Total number of golf rounds played increased slightly (approximately 1,000 more than 2008).
3. Restaurant business has continued to improve over the previous year. The chef and staff are experienced and are planning on returning this year. Continuity of staff is a benefit to the overall clubhouse operation. The restaurant is open most of the year to improve utilization of the clubhouse and provide affordable dining options to the community.
4. Strong attendance at the junior golf summer clinic. PGA teaching professionals Ron Weber and Ray Center are excellent instructors and make the clinics fun to attend.
5. All tournaments except the seniors' event were full, and the staff received numerous compliments. There is a waiting list for all of the men's tournaments.
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. Discussions at monthly committee meetings are productive and courteous.

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

1. Changing the green aerification schedule from fall season to spring, and diligent winter monitoring contributed to a May opening with no temporary greens.
2. Staffing facilitates 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. Major expansion of the clubhouse deck encouraged more summer dining after golf. (See Picture 1).
5. New signage installed on Davis Road upgraded with solar panel and light. (See Picture 2).
6. Driving range improvements – added three more driving spots and installed irrigation pipe to the open ditch. (See Picture 3).
7. Large spruce trees transplanted from MD High School to newly remodeled Birch #8 ladies tee box (See Picture 4a and 4b).
8. Installed a wooden bridge on Cedar #8 to access a new tee box, and placed a small wooden foot bridge between the ladies tee box and the green. (Picture #5)
9. Removed dead and damaged trees. Some of the trees were milled into lumber to construct the bridges described above.





Picture #3



Picture #4a



Picture #4b



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

1. Advisory Committee is very appreciative of the dollars provided by LOT.
2. New and/or used equipment purchased with previous LOT dollars are now in use.
3. Added two seasonal positions.

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 attended 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. Analyzed zip code information from the clubhouse point of sale data base and learned that a considerable amount of business originates in Utah. As a result, Eric may be attending a golf show in Salt Lake City this spring.
4. Web Site is up and running and is updated weekly during the golf season.

Word of Mouth Marketing

The excellent course condition in May and lack of temporary greens really made a difference. Players from out of our area quickly spread the word that the McCall Golf Course was in good condition and ready to play.

II. Challenges:

- Mother Nature – June rain was four inches – a mixed blessing. October rain was also higher than normal.
- Balancing the need for small course improvement projects with a modest budget.
- Economy continues to be slow. Golfers are looking for value.

Mother Nature – Rainy days in June and October.

1. The course opened in May, but late spring rains in June kept the level of play down.
2. October rains were also heavy and affected the late season rounds played.

Economy in general continued to decline in FY 2009.

1. Travel in general has declined compared to previous years.
2. Golf rounds have declined (Nationally).
3. LOT revenue has declined.

III. Summary:

Visitors to our golf course have increasingly been complimentary about the health of the course and quality of their experience. The restaurant and clubhouse improvements have noticeably benefited visitors and our community. The dedication of the professionals and staff is appreciated and noticed by the golfing community.

Note: we are now two years away from retiring the irrigation bond debt. Servicing this bond debt is a challenge to funding the daily operations.

The golf course advisory committee appreciates the value the City Council has placed on supporting this valuable amenity. This continued support for McCall's Municipal Golf Course has greatly contributed to its business success and overall contribution to the community.

The way to secure our future is to increase revenue while keeping costs within budget. The advisory committee supported the modest rate increase for the 2010 season and the Superintendent scaled back expectations for the number of improvement projects. 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

Robert S. Giles
Golf Course Advisory Committee Chairman