

**Annual Report to McCall City Council**  
**Golf Course Advisory Committee**  
February 22, 2011

**The McCall Golf Course opened in May in excellent condition, June rain totaled over 6 inches and dampened early enthusiasm. July and August golf rounds achieved historical highs and a half dozen improvement projects were completed. The irrigation system bond is now fully paid off.**

**I. Positive Notes:**

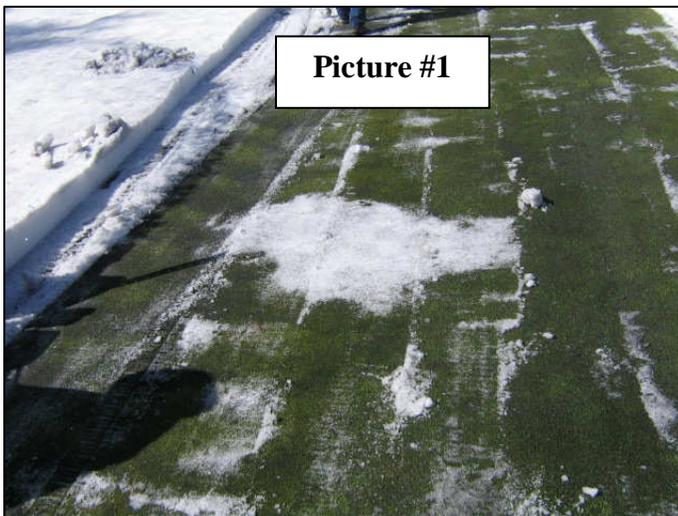
Head PGA Professional's Performance  
Superintendent's Performance  
LOT Funding  
Golf Course Marketing

**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 rates for 2011 will be kept the same as 2010. The goal remains to keep revenue in line with costs – break even.
2. Total number of golf rounds played was similar to 2009. June rain affected the Spring shoulder season.
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. Most committee meetings are attended by the full membership.

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

1. Applying black sand to all greens and diligent winter monitoring contributed to a May opening with no temporary greens. Black sand was applied again last fall. (See Picture 1).
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. Pavers were installed behind the clubhouse where the old cracked concrete was creating a safety hazard. (See Picture 2).
5. A new fountain was installed in the pond at Aspen hole #2. (See Picture 3).
6. Driving range safety – approximately 160 large trees (evergreen and deciduous) were planted at the end of the driving range to provide a safety barrier to long drives. Over time this tree barrier should prevent range balls from landing on private lots in the new subdivision.
7. Compost organic fertilized was applied at a rate of two cubic yards per acre across all fairways and rough areas to increase turf health. We expect to use less water next summer and less chemical fertilizer. (See Picture 4).
8. Installed wainscot on the back of the shop and applied a fresh coat of paint. (See Pictures 5a and 5b).
9. Removed dead and damaged trees. Some of the trees were milled into lumber to construct the footbridge on Aspen hole #8
10. Fully paid off the golf course irrigation system bond (approximately \$100,000 annually).





Picture #3



Picture #4



Picture #5a



Picture #5b

**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 Spokane Washington and Utah.
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. Other local courses did not fare so well and had to wait until July to advertise good conditions.

## **II. Challenges:**

- Mother Nature – June rain was six inches (normal is only two inches).
- Clubhouse building is aging – we should expect numerous repairs and upgrades needed.
- Balancing the need for small course improvement projects with a modest budget.
- Economy continues to be slow. Golfers are looking for value.
- Need financing to build the new maintenance building (planning and engineering is being completed this winter).

### **Mother Nature – Rainy days in June.**

1. The course opened in May, but late spring rains in June kept the level of play down.
2. Fall weather was nearly ideal and the level of play did pick up some.

### **Economy in general continued to decline in FY 2010.**

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. Within a few years, the new maintenance building will be a reality allowing city employees to work in a safe and modern environment. The golf course will join the ranks of other prestigious courses certified by the Audubon Society.

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. Clubhouse repairs and maintenance will increase as this building ages beyond 20 years.

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 recommended no increase in golf fees for 2011. 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