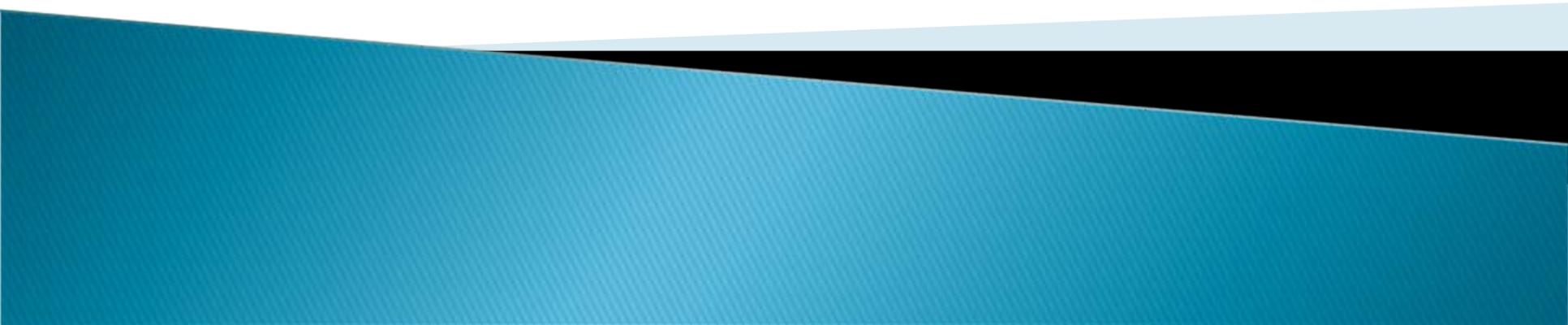


Lemoore Golf Course Update

February 2013

Presented by
Rhoads Golf



Goals set by the city

- ▶ Ability to maintain a low cost, value oriented experience
- ▶ Provide an amenity in town that the city is proud of
- ▶ Garnish \$300,000 after operating expenses
- ▶ Expand and maintain customer base within Lemoore/ Hanford region
- ▶ Overcome current challenges:
 - Golfers driving in unauthorized areas
 - Residents and homeowners playing without paying
 - Players following established rules for the course
 - Timely and cost effective disposal of an abundance of green waste

Rhoads Golf Business Plan

- ▶ Business Plan includes:
 - Principle owner onsite will save money
 - Continue to slowly improve the golf course
 - Alter marketing strategy
 - Make golf affordable/Increasing rounds
 - More focus on Navy Base
 - Establish Advisory Committee
 - No incentives until we retire the \$300,000 debt

Rhoads Golf

First Two Years

	<u>Rounds</u>	<u>Net Income</u>	<u>Expenses</u>
2010/11	43545	\$288,354	\$966,475
2011/12	45177	\$268,680	\$1,002,560

Prior Two Years with Outside Management Expenses

	<u>Rounds</u>	<u>Net Income</u>	<u>Expenses</u>
2008/09	40904	\$186,170	\$1,044,204
2009/10	43518	\$211,900	\$1,053,273

Lemoore GC

July 2012 Through December 2012

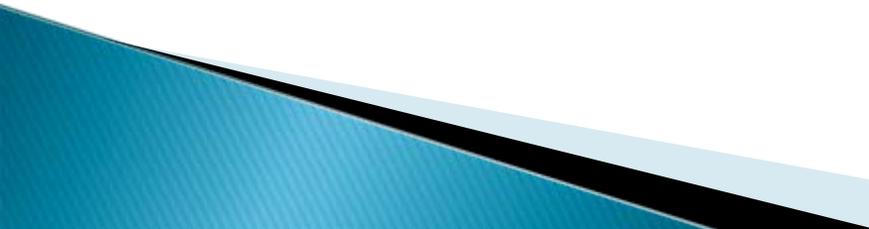
Rounds, Income, Expenses

Rounds		Budget		Prior Year
21377		21719		21990

Net Income		Budget		Prior Year
\$125,703		\$138,363		\$125,896

Expenses		Budget		Prior Year
\$455,289		\$507,216		\$490,771

Recent Improvements

- ▶ Enlarged both putting greens
 - ▶ Leveled tee boxes holes 1,2,10,17
 - ▶ Tree trimming- parking lot and palm trees
 - ▶ Planted trees on course
 - ▶ Chipped all shrubs and tree limbs
 - ▶ Pre emergent in fairways.
 - ▶ Spraying Bermuda grass in greens
 - ▶ Installed walking tiles on restrooms and tees
 - ▶ Repaired fountains
- 

Improvements

- ▶ Repaired major irrigation pipe (canal water) that crossed 18th avenue
- ▶ New concrete on west side of pro shop
- ▶ Cleared drainage and refurbished sand traps
- ▶ Added new chipping green east of parking lot
- ▶ Added irrigation on #9, #18 to areas with no turf
- ▶ Added new alarm system and lowered monthly fee
- ▶ Added more trees on Hole #1 to prevent players from hitting towards senior center
- ▶ Re landscaped Entrance, parking lot and front of pro shop
- ▶ Repaired Refurbished and repainted clubhouse
- ▶ Repainted cart barn
- ▶ Fumigated clubhouse (Subterranean and Tenting)
- ▶ Redesigned east walkway with patio area
- ▶ Installed new scoreboard
- ▶ Re surfaced parking lot
- ▶ Redesigned sand trap on #5 and #16.
- ▶ New flags and yardage sign on driving range
- ▶ Added water dispensers on golf course
- ▶ Eliminated shrub pile and cleaned up the area in middle of front nine
- ▶ Salvaged all old metal and cleaned up maintenance area
- ▶ Cleaned up the old trees behind #1 green and planted area with new trees. The old trees were rotted out and dying. In some cases dangerous because limbs were falling.
- ▶ Installed a new TV in Pro shop

- New yardage signs on driving range
 - Planted trees on course
 - Chipped all shrubs and tree limbs
 - Pre emergent in fairways.
 - Continued putting green program
 - New computers in clubhouse
-
- New hood system for kitchen (required)

Promotions

- ▶ Group on Promotion
- ▶ “Tee It Forward” program– 5 Hole Special for beginners
- ▶ Family Golf Matrix – encouraging families to play together
- ▶ Get Golf Ready – 2 programs spring and summer
- ▶ Facebook Promotions
- ▶ Lemoore Golf Course Web site Promotions
- ▶ Channel 24 “Tee It Up” promotion
- ▶ Continue Family Specials on Sunday after 2:00 Kids play free!
- ▶ Lunch and Range Special
- ▶ Impossible Open (136 players this year)
- ▶ Winter Adult Clinics (2 sessions)
- ▶ Winter junior clinic (Christmas break)
- ▶ Junior tournament (Christmas break)
- ▶ Free short game clinic in Spring
- ▶ Free “cure your slice” clinic in Spring
- ▶ Continue Military weekend rates available along with Military Appreciation Days
- ▶ NCGA / military promotion signs up over 135 new men's club members

Promotions continued

- ▶ Junior linksters starts back up in March
- ▶ Junior Golf Travel Team– New year around program
- ▶ Junior camp in June
- ▶ Junior Scramble League (all summer)
- ▶ Lemoore Junior Tournament (summer)
- ▶ Free Ladies clinic in April
- ▶ Ladies Night – Wednesdays
- ▶ Lemoore City Am (summer)
- ▶ New 8 inch cup tournament
- ▶ Taylormade Demo Day (March)
- ▶ Demo Day Show (May)
- ▶ RV Golf Club
- ▶ NCGA website tee times

Lemoore GC Receives Award

- Junior Golf Leader of the Year awarded by NCPGA Section
 - Two local Junior golfers get full college golf scholarships
 - Lemoore HS wins 4 consecutive league titles
- 

Reduced Expenses

- ▶ Reduced employee hours during slower times
- ▶ Reduced Advertising: More online ads (Facebook, Website, Groupon)
- ▶ Changed credit card processor (savings \$750 per month)
- ▶ Reduced equipment repair (newer carts and maintenance equipment)
- ▶ Less irrigation issues
- ▶ Reduced sand expense after last years repaired drainage
- ▶ Purchased less range balls
- ▶ Cancelled laundry service

Added Expense

- ▶ Replaced kitchen hood motor
- ▶ Repaired 2 maintenance carts

Level Tee Boxes



Hole #1 Leveling



Hole #1 After

Refurbished Putting Green



▶ East Green Before



▶ East Green Sanded

East Putting Green



Before



Before



Enlarged West Putting Green



▶ Before



▶ After

West Green



Pathway on Restrooms



Front 9 before

Front 9 after



Hole # 3 Tile



Number 9 tee box





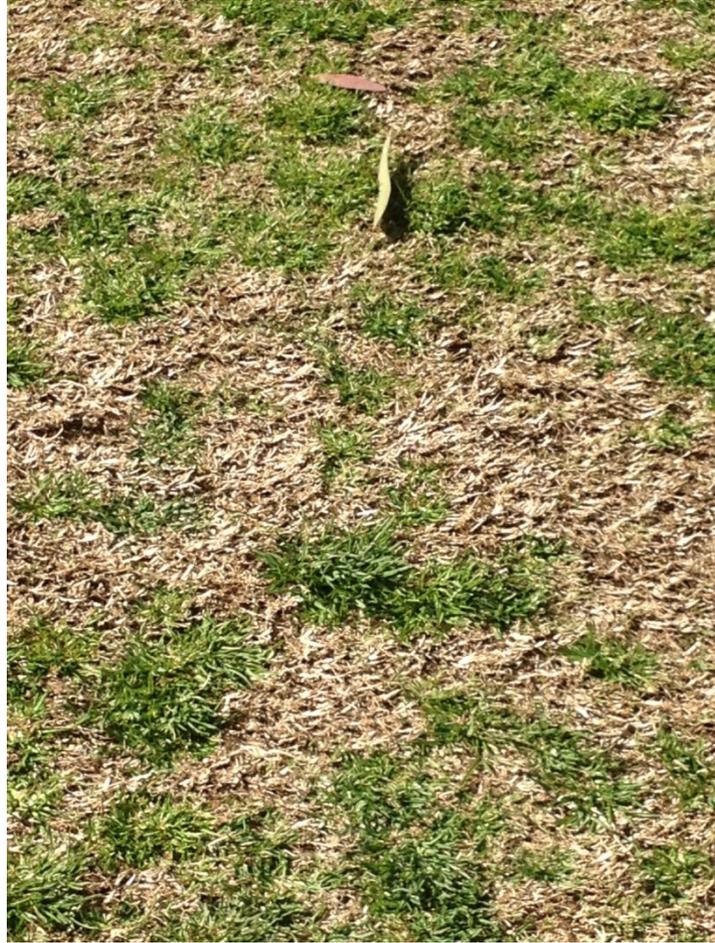
Fairway Program



Fairway Grass



Clumps of Grass



Palm trees trimmed





Hole 12 Entrance



Hole 12 Before



Hole 12 Rose Planter

Overflow Parking





Hole 18 irrigation added







Hole #18 ropes



Hole #16 refurbished sand trap



Before



After

Hole # 16 Trap



Hole #1 cleanup behind green





Hole #8



Before



After

Hole #2 Irrigation



▶ Before



▶ After

Patio Area



Before

After



Hole one trees





Clubhouse



Before



After



Hole #14 Fountain Repair







Questions or Comments

Rich Rhoads

lemooregolf@gmail.com

richrhoads@gmail.com

(559)469-6700