



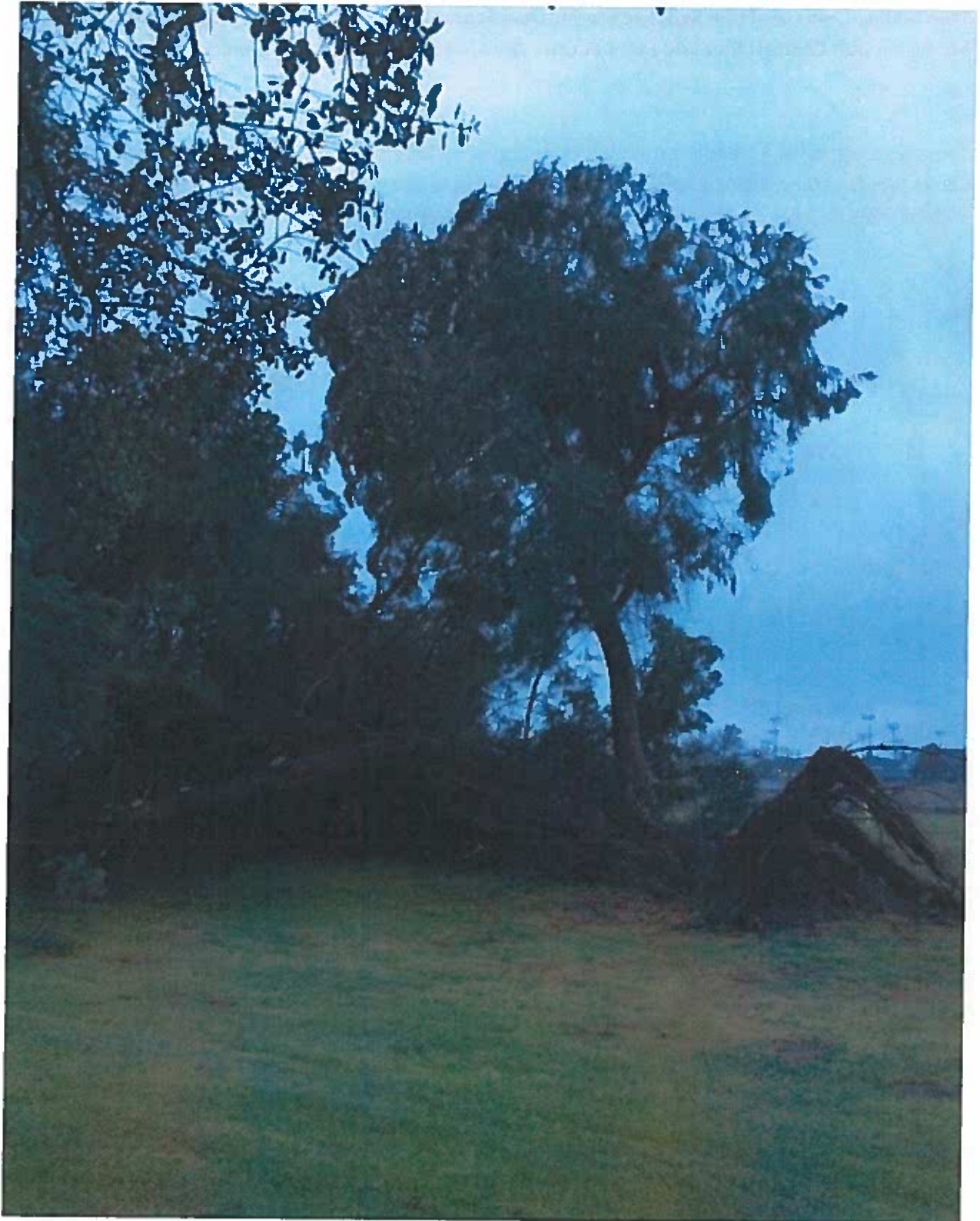
This pine is down at 4 Muni. Estimated cost of removal: \$2,500.



This big pine fell in Dryden 15 rough. Estimated cost of removal: \$4,000



This Pine fell across Dryden 12 rough. Estimated cost of removal: \$2,500



This MONSTER pine fell across the driving range fence at Dryden. Estimated cost of removal: \$5,500. Estimated cost of fence repair: \$1,000



KemperSports®

- Upcoming Events
 - Local club events – SIRS (2), CGC (1)
 - Local club weekly play days by the Dryden Park Women’s Golf Club, and Creekside Ladybugs.
 - Outside events – SOS, US Kids (2), and Modesto Junior College
 - Internally created events – Modesto Cup(1)
- **Key property action steps by management to drive performance:**
 - Batteries, watering systems, and new cables were replaced in ALL 88 golf carts (48 Creekside / 40 Dryden Park) as part of KemperSports national agreement with EZ-GO. This fleet wide battery replacement resulted in substantial savings to the City of Modesto’s golf program by avoiding a total fleet replacement.
 - We are currently, and will continue staffing Dryden Park at the direction of City Staff. Hours and Staff have been cut to a minimum, along with reduced hours. We are currently working on a several much needed projects with minimal cost to the facilities in preparation to make sure the facilities and cart fleets are ready to go when Dryden reopens.
 - A large amount of inventory from both the Golf Shop and the F&B department has been transferred to Creekside. A well-executed plan by our Snack Bar Manager, Julie McCleskey greatly reduced food waste after the Dryden closure.
 - GM attended KemperSports annual KemperSports Leadership Conference in Rosemont, IL. *Please see the attached KSLC recap*
 - GM participated in a KemperSports Recruiting Webinar
 - GM participated in a High Level Goals call with ROE, Steve Argo
 - TrueReview survey results continue to be reviewed weekly at both facilities at department head meetings, as well as being provided to BrightView Golf Maintenance for golf course conditions feedback.
 - Modesto properties continue their Social Media campaign with weekly posts on Facebook, and Instagram and have continued weekly promotions where weekly winners receive a round of golf as a prize.
 - Website, Twitter and Facebook posts continue to thrive with positive comments from many new and returning customers.
 - Data collection – both courses continue to offer incentives and contests to get customers to sign-up up for our email list.
 - Regular email blasts to our data base of 2,000+ unique email addresses.
 - Aggressive cost containment programs continue in all departments in an effort to reduce overall expenses.
 - TrueService training continues for ALL employees. TrueService is the KemperSports company wide service training program which teaches and supports all employees in providing “Best in Class” service in all aspects of our operation.
- **KemperSports - National and Regional Support Activities**
 - Monthly revenue calls conducted with Steve Argo, Regional Vice President of Operations, and Nadia Chapman Regional Sales and Marketing to review sales pace, revenue generating ideas and “Best Practices” with Kelly Smith and Vince Suarez.



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KemperSports TrueReview

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Creekside	96.2	9.3	9.3	8.9	9.1	9.7	26
Dryden Park	62.5	8.8	9.4	8.0	9.7	8.9	8

Please call me if you have any questions.

Sincerely,

Steve Argo
Regional Vice President of Operations - KemperSports
Cc: Jim Stegall

Northwest Regional Office
18119 Via Encantada, Monte Sereno, CA 95030
4151722-3580



December 20th, 2016

Ms. Laurie Smith
 Business Center Manager, Community and Economic Development Department
 City of Modesto

Dear Laurie,

The following is the financial summary and key highlights for the month of November 2016 at the City of Modesto Golf Courses:

November 2016	MTD	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$154,586	\$155,317	\$731	\$969,366	\$1,033,592	\$64,226
F&B COGS	\$9,724	\$9,630	\$94	\$64,741	\$66,386	\$1,645
Merch. COGS	\$5,824	\$5,016	\$808	\$39,747	\$29,727	\$10,020
Total Cost of Sales	\$15,548	\$14,646	\$902	\$104,488	\$96,113	\$8,375
Gross Margin	\$139,038	\$140,671	\$1,633	\$864,878	\$937,479	\$72,601
Payroll Expense	\$40,759	\$41,295	\$536	\$221,865	\$214,668	\$7,197
Other Expense	\$18,846	\$17,426	\$1,420	\$101,577	\$95,671	\$5,906
EBITDA	\$79,433	\$81,950	\$2,517	\$541,436	\$627,140	\$85,704
Rounds	5,472	5,100	372	33,381	35,199	1,818
Average GF/CF	\$22	\$24	\$2	\$22	\$23	\$1

Overview:

November revenue numbers were just under budgeted numbers. Rain on Black Friday and throughout the Holiday weekend severely hampered rounds as well as Golf Shop and F&B sales. Once again it proved difficult to make revenue and expense numbers with the continuing cart issues that have severely hampered the ability to drive daily rounds and tournament events. Department Heads and Staff continue develop ideas and promotions to generate more rounds and revenue and overcome the cart issue. Creekside exceeded budgeted revenue goals in the Golf Shop, F&B and Range, while missing in all other categories. Dryden Park exceeded budgeted revenue goals in F&B, Range, Carts, and Golf Shop, while missing in C&G. Overall the Modesto properties missed budgeted revenue goals just under \$1k and budgeted NOI goals by \$2.5k. Year to date total revenues are \$64k behind budget and the NOI is \$85k behind plan.

Northwest Regional Office
 18119 Via Encantada, Monte Sereno, CA 95030
 (415) 772-3580

EXPENDITURES

Fund 4600 (Muni & Admin)

FY 16/17
Budget

As of
31-Dec-16

% of
budget

ISF - Mail Services - Inside	\$26	\$13
ISF - Building Services	\$2,210	\$1,105
ISF - Cost Allocation	45,346	22,673
ISF - Property Insurance	19,466	9,733
ISF - Liability Insurance	15,316	7,658
Office Supplies	100	68
Printing & Binding	100	0
Utility Expense - Electric (All 3 courses)	50,000	22,232
Utility Expense - Gas (All 3 courses)	5,000	1,430
Utility Expense - Garbage (Muni only)	870	408
Utility Expense - Phone	100	0
Cable/Internet Utility Services	0	156
Misc Repair & Maintenance at Muni	6,000	150
Misc Repair & Maintenance-Equipment at Muni	6,000	0
Course Maintenance - ValleyCrest	1,602,974	744,325
Employee Expense at Muni shared with Del Rio CC	25,000	4,269
Memberships & Dues	300	0
City Staff - Admin & Building Services	76,045	46,309
Creekside Debt - Principal Retirement	340,000	0
Creekside Debt - Interest Expense	151,666	-27,167
Creekside Debt - Trustee Fees	3,000	0
Professional Services Debt	1,000	0
	\$2,350,519	\$833,361

35.5%

Fund 4605 (KemperSports)

Creekside

Office Supplies	3,000	558
Cost of Sales - Creekside Merchandise	60,000	25,466
Cost of Sales - Creekside Food & Beverage	100,000	39,224
Food & Beverage Expense - Creekside	6,500	3,188
Tools & Field Supplies - Creekside	4,000	117
Marketing - Creekside	5,000	333
Cart Lease - Creekside rental	30,000	23,661
Payroll - Creekside	275,000	111,556
General & Admin - Creekside	76,000	28,246
	\$559,500	\$232,349

41.5%

Dryden

Office Supplies	\$2,000	972
Cost of Sales - Dryden Merchandise	31,000	14,281
Cost of Sales - Dryden Food & Beverage	47,000	25,517
Food & Beverage Expense - Dryden	6,000	1,230
Tools & Field Supplies - Dryden	3,000	117
Marketing - Dryden	5,000	333
Cart Lease - Dryden	30,000	18,713
Payroll - Dryden	220,000	110,309
General & Admin - Dryden	48,500	24,144
	\$392,500	\$195,616

49.8%

TOTAL EXPENDITURES:

\$3,302,519

\$1,261,326

38.2%

Revenues over/under Expenditures

(\$166,016)

Cost Recovery

87%



Golf Operations Report
 Weds, January 18th, 2017 8:00 am

1. Course Fees: (Golf & FootGolf)
 - a. Five Dollar Friday – Shows increased rounds in 2016.
 - b. Researched other golf course average cost per nine holes. (see below)
 - c. Spring rates (March 1st) back to \$12 weekday and \$14 weekend.

 2. Marketing / Promoting:
 - a. 2 for 1 Golf Guide
 - b. Monday - Friday After 1 pm per adults \$7 green fee / \$6 cart fee)
 - c. Special Events – Open House, JGANC, & Graffiti Car Show

 3. Maintenance.
 - a. Cart barn needs exterior wood fencing reinforced.
 - b. COMCAST is waiting permit to complete construction that would enable Modesto Municipal to receive better internet service.
 This construction is no cost to City of Modesto or The First Tee.
- Footgolf:
- a. Footgolf season begins March 1st.
 - b. Youth for Christ (72 players booked for May 20th)
- Golf Course:
- a. Back to original layout with new scorecards. (see sample)
 - b. Kids Course on driving range (3 holes). \$3 per round (Sat.)

9 Hole Course Rates Monday-Friday	
River Oaks	\$10
Jack Tone Golf course	\$12
Escalon Golf Course	\$9
Dryden Park	\$16
Creekside	\$17
St. Stan	\$12
Muni	\$12
<i>Average</i>	\$13
\$5 Friday Special	
12/15	\$1,255.00
12/16	\$1,220.00
January 1st-March 31st 2015	\$6,840.00
January 1st-March 31st 2016	\$6,793.75

BrightView

City of Modesto Golf Course Advisory Committee Report January 18, 2017

Greens

- No issues at any of the courses. All are in good condition

Tees

- Tees are healthy and green at all 3 courses

Fairways and Roughs

- Dried out long enough to be mowed this week

Trees

- Over 30 dead trees were removed from Creekside last month. All trees were killed by the invasive parasite: Mistletoe.

Irrigation

- 32 Sprinklers were purchased to continue our irrigation system upgrades

Flooding

- Due to the recent rains, both Creekside and Dryden experienced brief flooding along the river. Water reached 7 fairway at Creekside and spilled into 2,3, and 4 at Dryden. The flooding lasted than 24 hours and caused no damage other than one tree fell from the river bank into the rough at Dryden

Safety

- 2016 was an accident free year for BrightView Golf in Modesto. Weekly safety meetings along with daily inspections continue to stress the importance of operating safely to our staff.

