



# STAFF REPORT

## AGENDA ITEM: 5B

**Report To:** Parks and Recreation Commission

**Meeting Date:** December 5, 2023

**Staff Contacts:** Jennifer Budge, CPRP, Parks and Recreation Director [jbudge@carson.org](mailto:jbudge@carson.org); David Navarro, Parks Operation Superintendent [dnavarro@carson.org](mailto:dnavarro@carson.org); Scott Wackowski, Director of Operations – Duncan Golf Management [scottw@dmgolf.net](mailto:scottw@dmgolf.net)

**Agenda Title:** For Discussion Only: Presentation by Duncan Golf Management DBA TDS Golf at Eagle Valley LLC (“Duncan Golf Management”) regarding operations and management of Eagle Valley Golf Course. (*Jennifer Budge, [jbudge@carson.org](mailto:jbudge@carson.org)*)

**Staff Summary:** Carson City owns Eagle Valley Golf Course located in John D. Winters Centennial Park. In September 2021, the City extended the License Agreement through 2027 with Duncan Golf Management for operations and management of the course. This item will provide an overview of their operations, contractual items and review of capital needs.

**Agenda Action:** Other/Presentation

**Time Requested:** 20 minutes

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### Proposed Motion

N/A

### Board's Strategic Goal

Quality of Life

### Previous Action

September 22, 2021: The Board of Supervisors (“Board”) approved a License Agreement between Carson City and Duncan Golf Management for operations, management, and maintenance of Eagle Valley Golf Course for a term through December 31, 2027.

March 1, 2018: The Board approved a 5-year License Agreement between Carson City and Duncan Golf Management for operations, management and maintenance of Eagle Valley Golf Course.

December 7, 2017: The Board selected Duncan Golf Management as the most responsive and responsible bidder as a result of Request For Proposal No. 1718-096 for operation, maintenance and management of Eagle Valley Golf Course. The Board also authorized the City Manager to sign on behalf of the City a Temporary Right of Entry Agreement and directed staff to draft a 5-year license agreement with terms consistent with RFP No. 1718-096 and the proposal submitted by Duncan Golf Management.

### Background/Issues & Analysis

Carson City owns two 18-hole golf courses, situated in the foothills of Carson City, which collectively comprise portions of six separate parcels known as Eagle Valley Golf Course (“EVGC”). EVGC

consumes approximately 25% of the total available effluent water in Carson City. The course was previously operated and maintained by Carson City Municipal Golf Corporation, a private non-profit corporation, through a lease agreement which expired December 31, 2017. Through a competitive Request for Proposal process, Duncan Golf Management was selected as the most responsive and responsible bidder and the City has since entered into a License Agreement to operate and maintain the course through 2027.

Terms of the Agreement include:

- Full operations, maintenance and management of the golf course, with a 5-year renewal option, upon satisfactory evaluation; and
- \$90,000 annual investment by Duncan toward capital equipment to be owned by the City upon termination of the agreement; and
- Joint investment between the City and Duncan in capital improvements.

The Parks, Recreation and Open Space Department oversees the agreement on behalf of the City, works cooperatively with Duncan Golf Management to ensure that the course is well maintained, and provides fair and equitable opportunities consistent with the municipal golf market. Duncan Golf Management will provide an overview of their operations, contractual items and review of capital needs. The public has expressed that the most immediate capital needs are with cart path and bunker renovations, which have been incorporated into the Department's 5-year Capital Improvement Program Plan.

A copy of Duncan's PowerPoint presentation is provided.

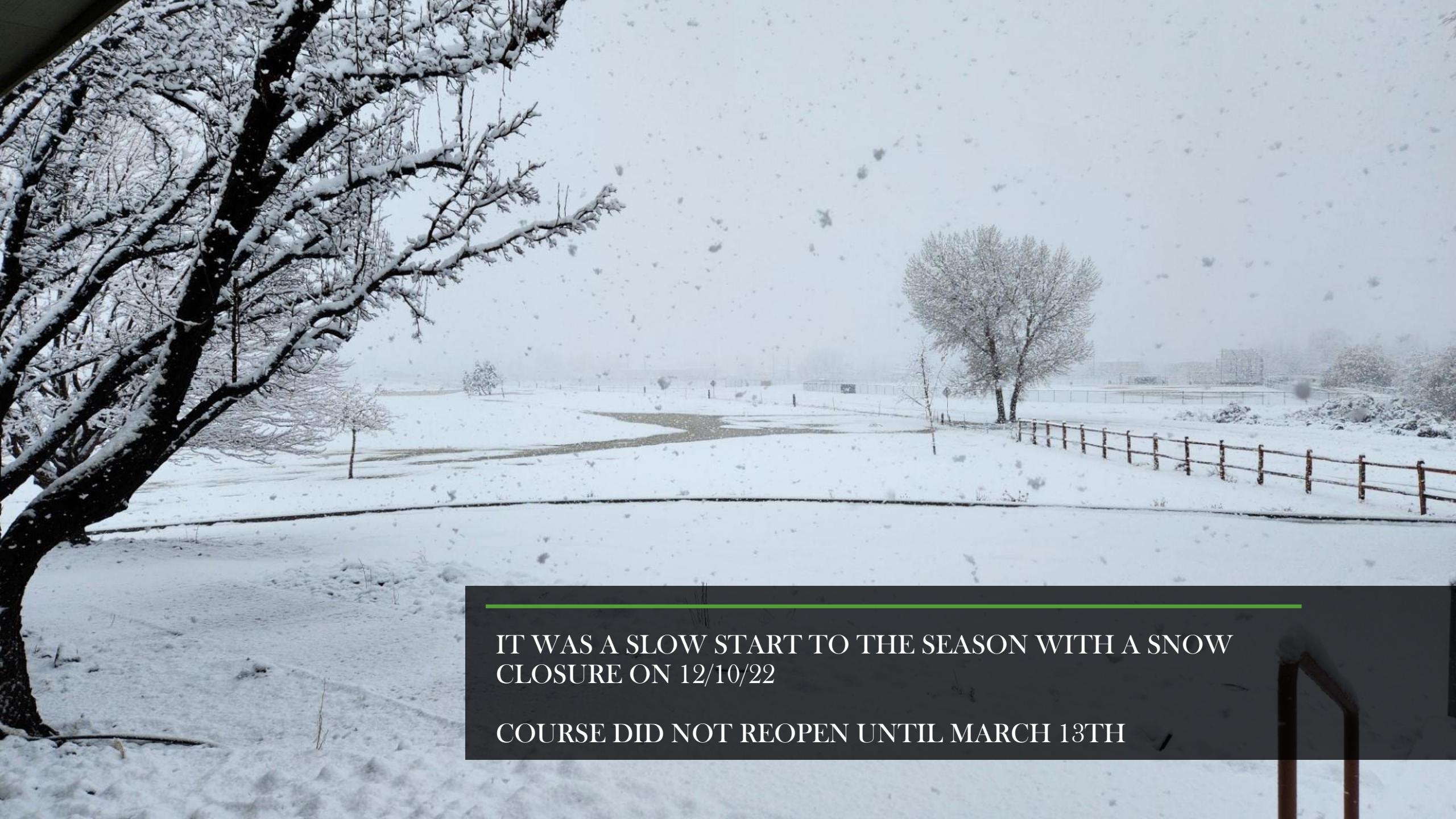
**Applicable Statute, Code, Policy, Rule or Regulation**

N/A

# 2023 YEAR IN REVIEW

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IT WAS A SLOW START TO THE SEASON WITH A SNOW  
CLOSURE ON 12/10/22

COURSE DID NOT REOPEN UNTIL MARCH 13TH

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## 2023 YEAR IN REVIEW



It was a slow start of the year but battled back strong!



Reopened course 3/13



Ramping up staff issues but overall, best we have ever had and you will hear that throughout this presentation



Course conditions suffered from winter but full recovery by mid season



Overall revenue down over \$200K after first quarter, good recovery but not full recovery



Capital plans moving forward- pivot towards irrigation control

# 2023 YEAR IN REVIEW GOLF

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Reopened course 3/13 and didn't get out of 40's until last day in March play was slow to return

April was the true start of the season and started fast and furious!

- We recorded breaking greens fees revenue for the Months April – September
- Total rounds records May through September!

Purchased much needed new range machine in May and noticed immediate impact

ALL key staff returned for the 2023 season and operationally very strong all year!

Strongest tournament rounds season and continues to grow!

## 2023 YEAR IN REVIEW

### 50 MILE CLUB

- 2023 sales – 1,864
- 2022 sales – 1,942
- 2021 sales – 1,725
- 2020 sales – 1,320
- 2019 sales – 1,145



The advertisement features a scenic background of a golf course and mountains. At the top left is the Eagle Valley logo with a stylized eagle. A large blue oval on the right contains the text "2023 50 MILE CLUB MEMBERSHIP". Below this, a dark box contains the text "BEST VALUE IN GOLF!!!". A green box lists benefits: "10 - \$30 Rounds at Eagle Valley East Course", "10 - \$40 Rounds at Eagle Valley West Course", and "10 - \$60 Rounds at Toiyabe Golf Club". A "PLUS....." section adds "10 - \$60 Rounds at Wolf Run Golf Club" and "10 - \$75 Rounds at Lakeridge Golf Course". A note states "\*No restrictions, use anytime in 2023\*". A large graphic of a golf ball with "\$75 to Join" is shown. The bottom right corner contains the text "Purchase at Eagle Valley Golf Shop ONLY" and the Duncan Golf Management logo.

EAGLE VALLEY

2023

**50 MILE CLUB**

MEMBERSHIP

BEST VALUE IN GOLF!!!

10 - \$30 Rounds at Eagle Valley East Course  
10 - \$40 Rounds at Eagle Valley West Course  
10 - \$60 Rounds at Toiyabe Golf Club

**PLUS.....**

10 - \$60 Rounds at Wolf Run Golf Club  
10 - \$75 Rounds at Lakeridge Golf Course

\*No restrictions, use anytime in 2023\*

**BENEFITS INCLUDE:**

- 2 FREE Rounds at either Eagle Valley Course
- 4 FREE Drink Tokens
- Special Discounts at Eagle Valley:  
\$8 Lunch available 7 days a week at Eagle Valley  
20% off Merchandise - Soft Goods only
- Advanced Tee Times (14 days)
- Golf rounds are for individual use, non-tournament rounds

\$75  
to Join

Purchase at  
Eagle Valley  
Golf Shop ONLY

3999 Centennial Park Dr, Carson City, NV 89706  
775-887-2380 [www.eaglevalleygolfcourse.com](http://www.eaglevalleygolfcourse.com)

**DUNCAN**  
GOLF MANAGEMENT

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## 2023 YEAR IN REVIEW FOOD AND BEVERAGE



Reopened course 3/13 and financially was a benefit to the F&B performance



All things considering, we are ending season with our strongest F&B team to date!



Year to date through September F&B ahead of previous year by \$20K! Huge accomplishment and trending to be our strongest F&B year



Working on hosting 4<sup>th</sup> of July fireworks with the hope that Eagle Valley will be Carson's new home for their 4<sup>th</sup> of July finale for many years to come!

# 2023 YEAR IN REVIEW MAINTENANCE

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- Reopened course 3/13 and didn't get out of 40's until last day in March so irrigation was slow to turn back on to find our issues AND WE HAD THEM!
- West Course Greens were in very poor condition and we established an aggressive aerification and seeding program
  - Cooler than average temperatures, fertility, seeding and numerous cultural practices continued on greens through June
    - Made a full recovery boasting some of the best fall conditions ever
  - Ending season with our strongest Maintenance team to date!



# 2023 YEAR IN REVIEW MAINTENANCE CONTINUED

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- Irrigation issues continue to be a challenge with multiple pump station, sprinkler and controller repairs throughout season
  - Our new focus for capital will be upgrading the irrigation clocks as most are failing on the West Course
- East Course had its ups and downs but for most part after June was on normal pace and now in fantastic condition to finish the season
- Bunker project for most part was on HOLD for 2023 but completed several upgrades on the East Course
  - Slow start of the season had us behind on the courses and will start again in spring

# MARKETING & GOLF PROMOTIONS REVIEW

DGM has utilized these tactics, and many have changed or been cancelled due to COVID-19.

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- Eagle Valley Website
- Junior Programs
- 50 Mile Club
- **New** – Frisky Fridays
- Bully's Fathers Day
- Magazines
- TV
- Email marketing
- High School Sports / Local Club Sponsorships
- Fred Alexander Clinic
- Senior Tuesday's
- Eagle Valley Men's and Women's Club



## 2023 YEAR IN REVIEW

### FRISKY FRIDAY'S

- 9-hole, 4-person scramble held at 5:30pm held in June & July
- Averaged 50 players a week
- Great prize fund each week



## **KNSN**

In-Show Commercials in Wrap Up Show (July 15th) @ 10pm	2x
In-Show Commercials in Wrap Up Show (July 16th) @ 10pm	2x
In-Show Commercials in Wrap Up Show (Encores)	10x
Shared Promos for Show and Coverage	30x
ROS M-S 5a-12a	25x

## **KRNV**

ACC Tournament Live Coverage Commercials (July 15th)	2x
ACC Tournament Live Coverage Commercials (July 16 <sup>th</sup> )	2X
In-Show Commercials in Show (July 15 <sup>th</sup> ) @ 6pm	2x
In-Show Commercials in Show (July 16 <sup>th</sup> ) @ 6pm	2X
Shared Promos for show and coverage	15x

## **KRXI**

Shared Promos for Show and coverage 20x

**Commercials: 47x**

**Promotional Announcements: 60x**

## **DIGITAL**

ROS Banners

100,000 Total  
Impressions

2023 Commercial concept is to promote all  
the courses and the DGM Membership

<https://www.youtube.com/watch?v=6XuMGeec65Y>



# CAPITAL EQUIPMENT

- The rent arrangement for the lease of the golf course was to secure a maintenance fleet that will remain with the property and owned by the city
- The original lease of equipment came to conclusion 3/23 when another capital equipment lease began
- We continue to battle supply chain issues with equipment being on order for 18 months and still waiting delivery on certain items

# GOLF COURSE MAINTENANCE EQUIPMENT

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- Wiedenmann 60" Aerifier
- Turfco 1550 Topdresser
- John Deere 485A Tractor with Backhoe Attachment
- (2) Toro Workman MDX Utility Vehicles
- Toro Reelmaster 5510-D Fairway Mowing Unit
- Toro 3040 Sand Pro bunker rake unit
- \* Toro 4500-D Rough Mower (ordered, awaiting delivery)
- \* Toro 4000-D Rough Mower (ordered, awaiting delivery)
- \* Toro 3420 Triflex Greens Mower- just received 11/15



# OVERALL DGM CAPITAL INVESTMENT

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Close to completing the purchase of \$800K in maintenance equipment which will all be owned by the city at the completion of the lease



Renovated 11 bunkers on the West Course in 2022, phase II starts this year



Completed over \$50K in pumpstation repairs



2024 Projected Plan

Purchase Irrigation Satellites from Hidden Valley for West Course  
Phase II of the bunker project on the West Course  
Rebulid/Replace pump in West Course upper station  
Driving Range Upgrade- building, signage, mats, ect

# CART PATH REPAIR DETAIL

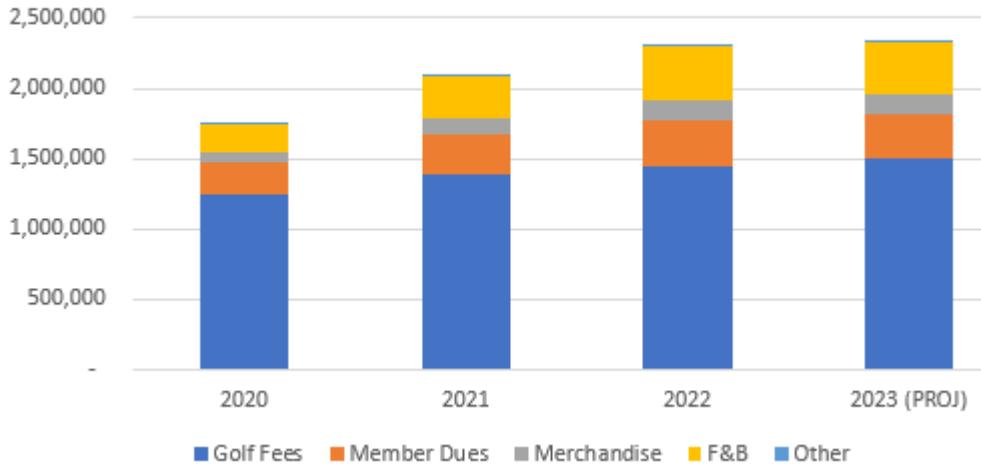
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## 2023 YEAR IN REVIEW

# FINANCIALS

Total Revenue by Year (2023 Projected)



Total Revenue by Year (2023 Projected)

Revenue	2020	2021	2022	2023 (PROJ)	Avg Yearly Growth
Golf Fees	\$ 1,241,465	\$ 1,387,145	\$ 1,447,604	\$ 1,505,000	6.69%
Member Dues	\$ 226,479	\$ 279,650	\$ 327,095	\$ 318,000	12.55%
Merchandise	\$ 75,147	\$ 118,600	\$ 146,623	\$ 140,000	25.65%
F&B	\$ 199,012	\$ 294,206	\$ 380,252	\$ 370,000	24.79%
Other	\$ 4,589	\$ 8,891	\$ 7,884	\$ 10,000	36.42%
<b>Total</b>	<b>\$ 1,746,692</b>	<b>\$ 2,088,492</b>	<b>\$ 2,309,458</b>	<b>\$ 2,343,000</b>	<b>10.53%</b>

# CONCLUSION

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Despite the slow year, Eagle Valley battled back financially and with our strongest team yet had their best operational year in our tenure.

We built our original proposal to lease the golf course with the main premises of making Eagle Valley a sustainable business again.

With the support of the City, our loyal local citizens, and our continued growth of outside play, WE have done just that!