

# Facts About the Lake Bluff Golf Club and its Future

**Ron Salski | Executive Director, Lake Bluff Park District**



# Timeline

**2001**

Driving range installed

**2006**

Hired Golf Club Superintendent to oversee course improvements

**2008**

Began comprehensive evaluation of golf operations and maintenance  
New irrigation system installed

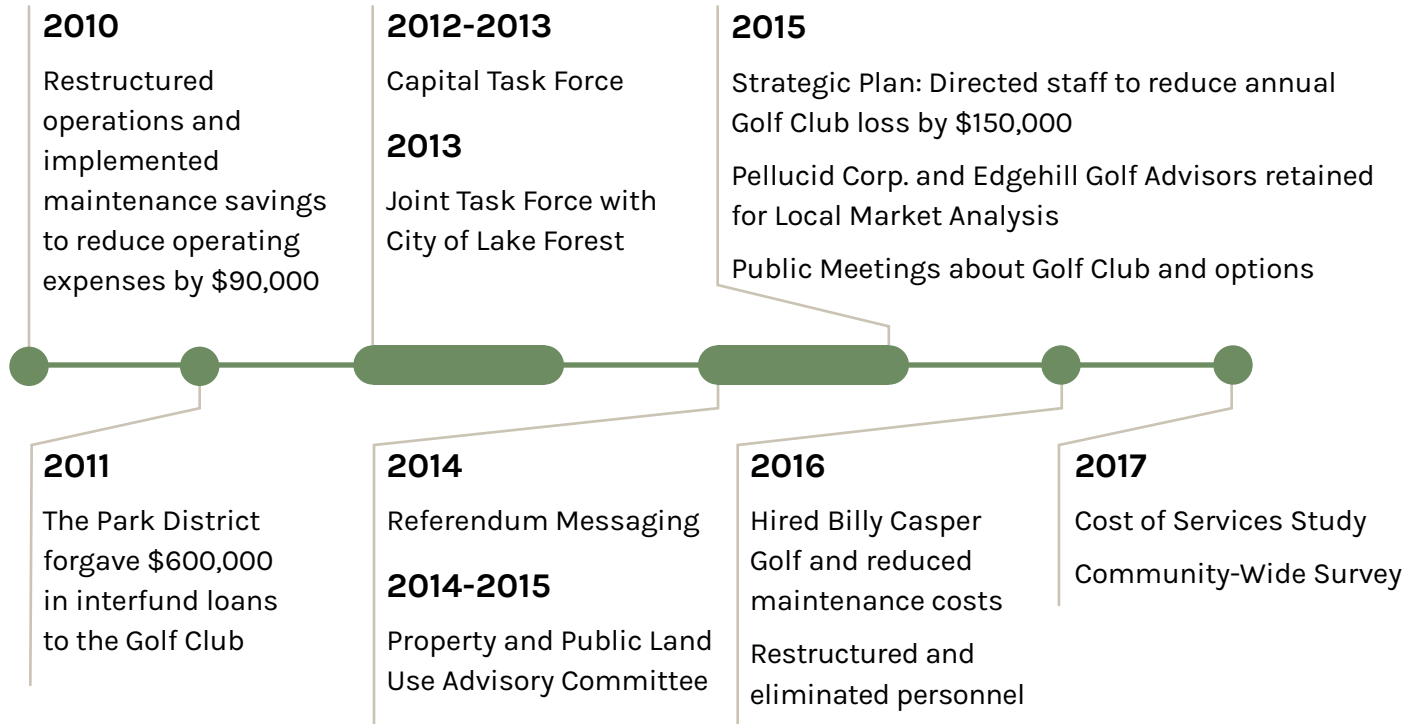
**2004-2005**

USGA assessed greens and course improvements

**2009**

Raised fees  
Enhanced Services: electric carts, bag drops and range balls included in memberships

Implemented "full-service" golf experience  
Restructured and eliminated personnel



# Enhanced Communication, Loyalty Programs and Digital Marketing

**Billy Casper Golf**

## Communication

- » E-Mail Content Optimization
- » E-Mail Segmentation Optimization
- » Mobile Application
- » Text Club
- » Data Capture

## Loyalty

- » Season Pass
- » Reserved Tee Time Program
- » PLUS Pass & Rewards
- » Player Development Programs

## Digital Marketing

- » Search Engine Optimization
- » Facebook Advertising
- » Online Review Monitoring
- » Net Promoter Score



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GOLF JOIN OUTINGS EVENTS IMPROVE DINING STORE

PLUS PASS SEASON PASS RESERVED TEE TIMES (RTT) LAKE BLUFF REWARDS INQUIRY TEXT CLUB

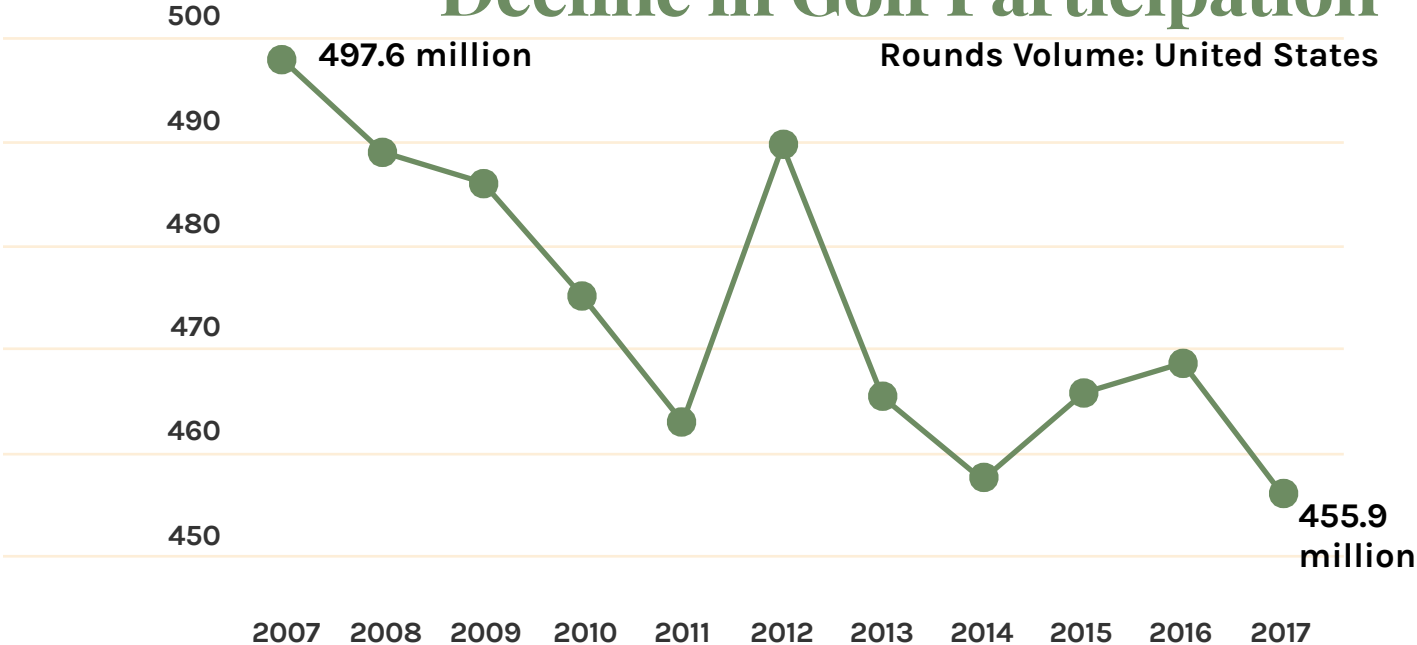
# Decline in Golf Club Participation

Rounds Volume: Lake Bluff Golf Club



# Decline in Golf Participation

Rounds Volume: United States



Source: National Golf Foundation

# Cost-Recovery Shortfall to Goal

(Does not include debt service and capital)

**-\$466,000**

**TOTAL 2016 PROGRAM/FACILITY  
SUBSIDIZATION**

**Cost-recovery goal**

**-\$384,000 (82%)**

**GOLF CLUB**

**-\$82,000 (18%)**

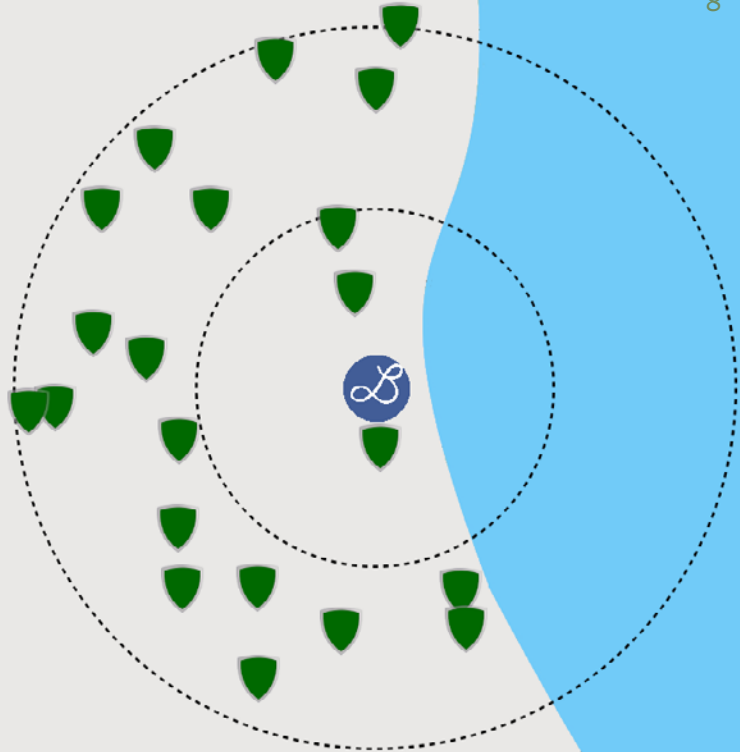
**REMAINING PROGRAMS/  
FACILITIES (ABOUT 1,100)**

# Competitive Local Public Golf Market

**3 public courses**  
within five-mile radius

**21 public courses**  
within ten-mile radius

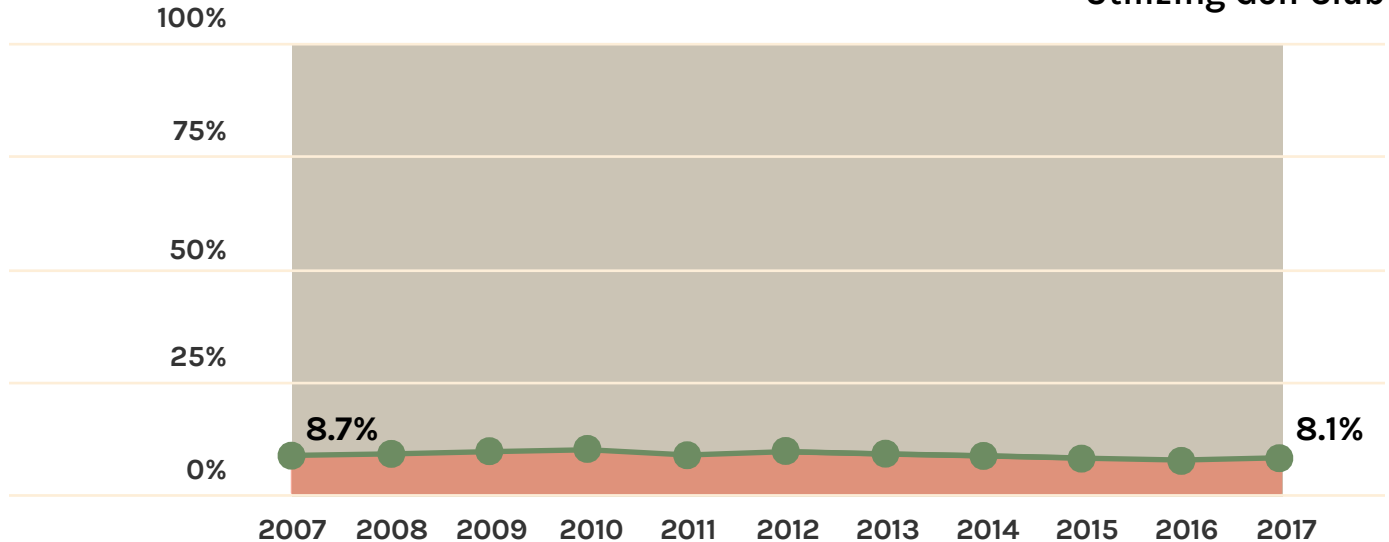
Source: 2015 Pellucid Corp. and Edgehill Golf Advisors  
Golf Local Market Analysis for the Lake Bluff Park District



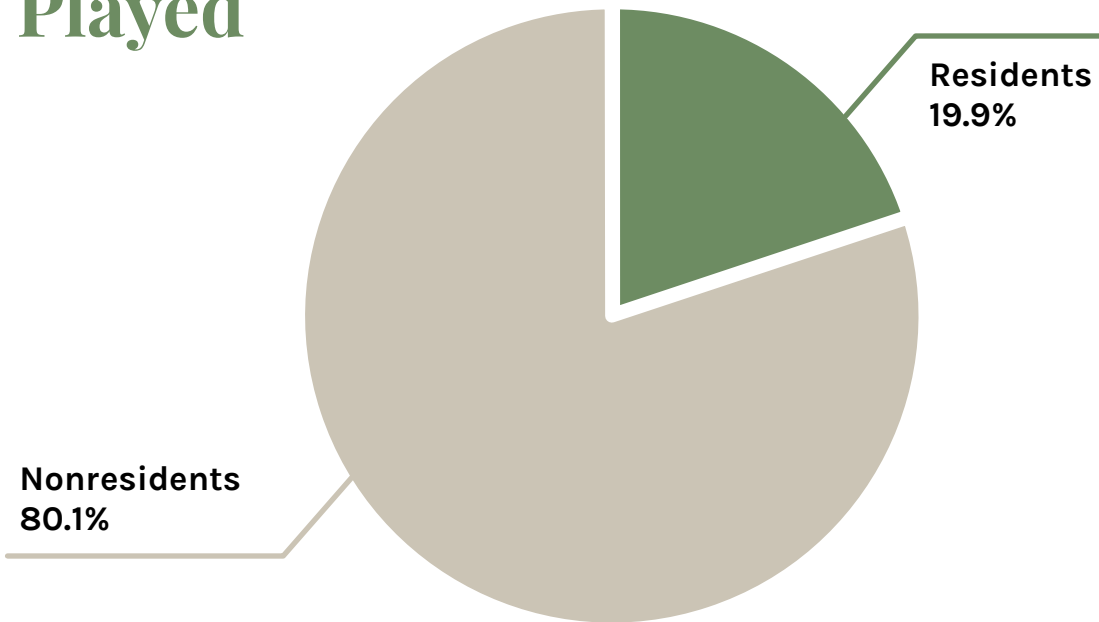


# Unique Users

% of 8,000 Park District Residents Utilizing Golf Club



# Rounds Played in 2017



# Golf Club Long-Term Investment Decisions

## Capital Needs

\$2.7 million of capital needs

## Billy Casper

Contract up for renewal end of 2018



# Golf Club Audited Financial Losses: 2006-2017

(Does not include indirect expenses)

\$0



Year	Loss
2006-2017	-\$3+ MILLION

-\$3+ MILLION

# Projected Golf Club Financial Losses: 2018-2029

\$0

**TOTAL: -\$5.4 MILLION**

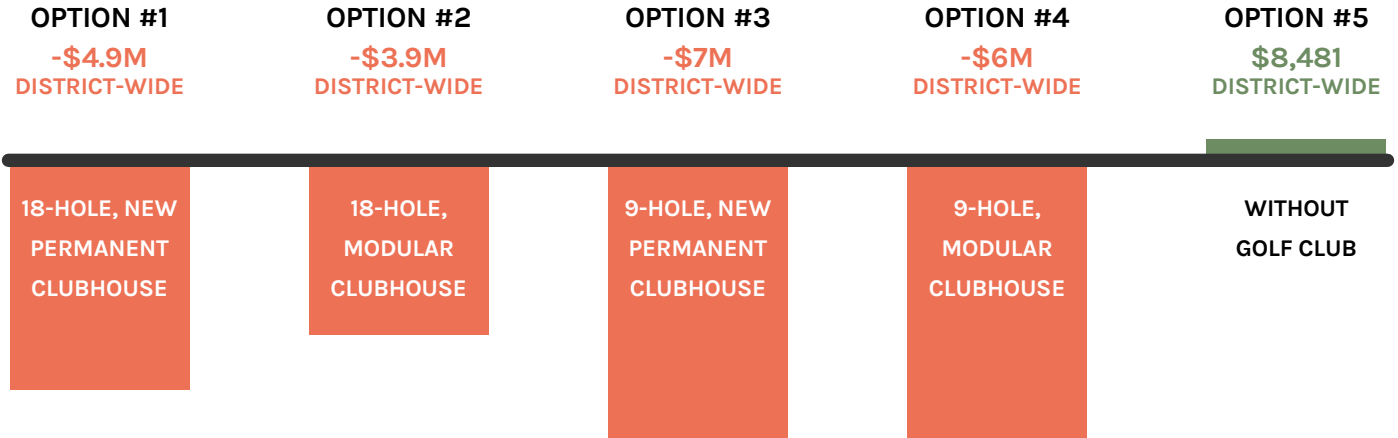
(Does not include indirect expenses)

**-\$2.7+ MILLION**

**-\$2.7 MILLION  
FOR CAPITAL NEEDS**

Financial data sources: Billy Casper Golf; Lake Bluff Park District; ACG, Ltd.; Recreation Accessibility Consultants; FGM Architects; Independent, external review of projections performed by Sikich, LLP

# Projected Park District Net Cash Flow: 2018-2029 (continued)



Financial data sources: Billy Casper Golf; Lake Bluff Park District;  
ACG, Ltd.; Recreation Accessibility Consultants; FGM Architects;  
Independent, external review of projections performed by Sikich, LLP

# Should the Park District continue to offer and operate the Golf Club?

**We want your input.**

**More information at: [lakebluffparks.org/futuregolf](https://lakebluffparks.org/futuregolf)**