

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

**APPLE VALLEY COUNTRY CLUB GOLF COURSE TASK FORCE COMMITTEE
RECOMMENDATIONS STATUS UPDATE**

Summary Statement:

At the Town Council meeting on April 13, 2010, the Town Council accepted the recommendations of the Apple Valley Golf Course Task Force committee and directed staff to implement the following 14 individual recommendations listed.

- 1) Initiate a major marketing strategy immediately, heightening the general awareness within a 45 minute radius of the Town of Apple Valley Country Club's conversion to a public venue.

Status: Complete - Within the confines of the approved budget for AVCC, the management company increased its printed media advertising for special promotional activities at the AVCC. In addition, the AVCC web page has been updated and redesigned to be more user-friendly, and a link from the Town's web page has been added so the public can be redirected to the AVCC web page directly from the Town's web page. In addition, roadway signage has been installed to help direct golfers to the AVCC from surrounding Town roadways. Additional signage along State Hwy 18 are also planned to be installed at Rancherias and Hwy 18.

- 2) Consider re-branding the golf course. The term "Country Club" can confuse potential patrons and may deter them from visiting the facility.

Status: Incomplete - This will require re-naming of the AVCC and any further action on this item is awaiting the close of escrow.

- 3) Open the golf course for general public play on Mondays. This step alone could generate an increase in play at the facility approaching 8% (1,700 – 2,000 rounds) per year.

Status: Complete - The AVCC Golf Course is now open for public play on Monday and is therefore, now open seven days per week. Play on Mondays has shown a steady increase and has been reported as high as 156 rounds of paid play on Monday, September 6th, Labor Day.

(Continued)

Recommended Action:

Receive and file report.

Proposed by: Dennis L. Cron, Asst Town Mgr **Item Number** _____

T. M. Approval: _____ **Budgeted Item** ☐ Yes ☐ No ☒ N/A

- 4) Develop a long range strategy to return the golf course to break-even or better performance. The Task Force recommends that the golf course operator and the current Golf Course Task Force, or other committee acceptable to the Town Council, work together in order to develop those strategies.

Status: In progress - These activities are ongoing at the manager/staff level. Staff and Landmark Golf meet regularly to review the operation and concepts for controlling expenses and increasing expenditures. Appointment of subcommittee members will likely need to follow the close of escrow.

- 5) Add a staff member to the club's management team with the primary responsibility to oversee sales of tournaments and catering events. This staffer would also be responsible to develop and execute the annual marketing plan with concurrence of the Town staff.

Status: Incomplete - Landmark Golf has taken steps to re-align its internal structure to allow a staff member to concentrate its sales and marketing activity toward banquet and tournament sales and service. Additional staffing complements for this purpose delayed pending close of escrow

- 6) Initiate steps to more readily identify the clubhouse to major automobile traffic on Hwy. 18, including road signage, as well as identifiable clubhouse signage.

Status Complete – See item #1 above – street signage additions

- 7) Strongly consider filling in the pool, and in its place create a visually stunning and versatile landscaped event lawn in that area. This will be the clubs single best feature to draw events (i.e. weddings / corporate entertainment) to Apple Valley Country Club.

Status: Incomplete – pending close of escrow and funding authorization for these improvements

- 8) Renegotiate the purchase agreement to provide an annual pass program in lieu of the equity member discount that would generate substantially more revenue than the current members provide the club. That annual pass membership would be available to the general public as well.

Status: Complete – Purchase agreement has been renegotiated and approved to remove member discounts. Monthly annual pass program has been developed and initiated. Members pay same fee for golf that general public pays.

- 9) Continue the trail fee program for former members that utilize their own carts on the golf course.

Status: Complete - Trail fees for members have been developed and re-established for use of private carts by former members.

10) Re-evaluate the current rate structure for Apple Valley Country Club

Status: Incomplete – Awaiting close of escrow

11) At such time as the Town sees appropriate, or upon the successful closing of escrow, conduct a thorough RFP or RFQ process inviting management bids from qualified golf course operators, including the current operator.

Status: Incomplete – Awaiting close of escrow. Notice has been provided to Landmark that eliminates the three year evergreen provision in the original management agreement with the Country Club.

12) Evaluate further strategies as outlined in the Proposed Marketing Outline and Golf Course Evaluation

Status: Ongoing. These activities are evaluated within the confines of the approved operation budget. Many of these item must by their very nature, be carried out after the close of escrow over a three to five year implementation plan.

13) Consider option of selling off parcels of unused land on the golf course perimeter for the purpose of raising capital to fund capital improvements.

Status: Incomplete – Awaiting close of escrow.

14) Negotiate with Desert Community Bank to abate debt service for 5 years or until such a time that the course becomes profitable, whichever comes first.

Status: Ongoing and incomplete. Awaiting close of escrow.