



## PEORIA PARK DISTRICT



**PUBLIC MEETING**  
 re: MANAGEMENT AND OPERATION OF PEORIA  
 PARK DISTRICT GOLF SYSTEM

Wednesday, AUGUST 23, 2017  
 6:00PM  
 NOBLE CENTER FOR PARK ADMINISTRATION



## OPERATIONAL DEFICITS

- \*2012: -\$969,000 deficit
- \*2013: -\$1,347,000 deficit
- \*2014: -\$941,000 deficit
- \*2015: -\$157,000 deficit
- \*2016: \$23,581

=Accumulated deficit of \$3.7 million

## RECENT DISTRICT CHANGES

**Staff Reductions:**

- Admin/Business: -2 FT, 2 FT to PT
- Golf: -3 FT, 2 FT to PT/Seasonal
- Marketing: -7 FT
- Parks: -3 FT, 3 FT to PT
- Planning: -1 FT
- Recreation: -5 FT, 2 FT to PT
- Riverfront: 1 FT to Contractual
- -8 positions lost to contract terminations

=30 Full-Time Positions or 16% of Full-Time Workforce

## RECENT DISTRICT CHANGES

- Donovan Golf Course to Donovan Park (2015)
- Central Park Pool (lease to PAWW) (2015)
- Modifications to operation of Luthy Botanical Garden (2016)
- Reduction of IDOT facility (Knoxville Ave.) usage (2016)
  
- Noble Center (2014)
- Peoria PlayHouse Children's Museum (2015)
- Tawny Oaks/Singing Woods (2016)

## OPERATIONAL DEFICITS

**Operating Funds Financial Projections:**

- \*2018 - \$583,000 deficit
- \*2019 - \$1.28 million deficit
- \*2020 - \$2.01 million deficit
- \*2021 - \$2.76 million deficit
- \*2022 - \$3.54 million deficit


=Increases deficit by \$3.25 million to \$9.53 million.

## PEORIA PARK DISTRICT GOLF

OPERATING YEAR	TOTAL NUMBER OF ROUNDS PLAYED	1/PT RATING LOSS	1/PT RATING TAX SUBSIDY PER ROUND PLAYED
2000	225,262	\$0.00	\$0.00
2010	150,772	\$441,580	\$2.93
2012	132,288	\$962,761	\$7.28
2013	111,758	\$1,027,667	\$9.19
2014	107,338	\$974,296	\$9.06
2015	97,792	\$863,985	\$8.84
2016	95,634	\$1,033,475	\$10.86
2017 (EST)	97,000	\$1,058,710	\$10.91

## PEORIA PARK DISTRICT

- Consultation
- Information Gathering from other Park Districts
- Board Consensus
- Appointment of RFP Evaluation Committee
- Development of RFP




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## PEORIA PARK DISTRICT

### REQUEST FOR PROPOSALS

- 21 Unique Requests
- Mandatory Pre-Proposal Meeting
- Two addenda
- 4 Responses
- 2 Interviews




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## PEORIA PARK DISTRICT

### CONTRACTED MANAGEMENT OF THE PPD GOLF SYSTEM

**would allow the District to maintain current levels of service while lessening the financial burden on the District. It would also:**

- Engage experts who are focused on golf management and operations oversight.
- Retain capital control of District golf assets.
- Require Board approval of annual budgets, fee and pass schedules.



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## PEORIA PARK DISTRICT

### CONTRACTED MANAGEMENT OF THE PPD GOLF SYSTEM

would also allow the District to


- Continue to access regular reporting and accountability for the PPD golf system.
- Continue brand management with consistent marketing of courses as PPD facilities.

**Obtain cost savings of \$250,000 in year one of a management agreement.**




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## About **GolfVisions**




- Founded February 2001 by Tim Miles Sr., who has 50+ years of golf industry experience.
- Corporate headquarters: Mundelein, Illinois (about 4 hours from Peoria).
- Current portfolio: 20 courses (14 in Illinois, Indiana, Michigan, and 2 in Texas).
- Clients: public sector agencies including park districts and cities/counties; private owners; bank owners.



## Why **GolfVisions**?

- GolfVisions is a leading public golf operator in Illinois.
- We have extensive experience in the public sector.
- We are committed advocates for quality, affordable public golf.
- We define success using two metrics: aesthetic and financial.
- We are "right sized" - small enough to be highly responsive and agile; large enough to offer high quality, cutting edge resources and expertise.



### GolfVisions Promotes...

- Straight talk
- Substance over "size"
- Win-win relationships
- "Everything we do is customer service"
- "Crisp and clean" throughout the operation
- Positive, can-do attitude
- First impressions
- Disciplined financial controls



### GolfVisions® Goals for the Peoria Park District Golf System

- Position the Peoria Park District golf system for long-term sustainability as a valued community asset
- Dramatically improve financial results by increasing gross revenues and reducing costs by introducing proven operating and maintenance efficiencies
- Sustain and enhance golf course conditions with renewed emphasis on first impressions and attention-to-detail



- GolfVisions has the **experience, leadership** and **discipline** to achieve these goals

- We will bring a **laser focus** to professional operation of the Peoria Park District golf system

- We have a strong track record of **delivering results**

- Here is a brief look at some of the golf courses we operate in Illinois. **Within our current portfolio are courses comparable to each Peoria Park District course**

<https://www.golfvisions.com>



### The Top 3 Concerns...

- **Course conditions.** GolfVisions' goal will be to sustain and improve current course conditions, enhance first impressions, and deliver crisp and clean conditions throughout each facility.

- **Rates.** GolfVisions' goal will be to ensure the Peoria Park District golf system remains affordable, accessible, and viable for the long term.

- **Staff.** GolfVisions' plan will be to enhance and retain existing staff for key roles in a more streamlined operating structure.



### Finally...

- GolfVisions desires a relationship with the Peoria Park District that is a true partnership
- We are committed to adding value and providing positive results
- Our corporate values are very compatible with those of the Peoria community
- We will bring enthusiasm, expertise, and diligence in managing the facilities of the Peoria Park District golf system



## PEORIA PARK DISTRICT

PUBLIC COMMENTS



Peoria Park District | 616-242-1234

PeoriaParks.org

# PEORIA PARK DISTRICT GOLF

## Golf - Financial History

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017 Budget</u>
<b>Operating Revenues</b>											
Golf Admin	55,887	40,497	21,720	23,382	14,583	20,944	72,251	128,949	38,991	21,848	19,350
Golf Operations	3,130,128	3,204,244	3,147,347	2,974,004	2,780,754	2,823,524	2,606,841	2,455,559	2,176,054	2,078,650	2,197,130
<u>Golf Maintenance</u>	<u>15,663</u>	<u>23,657</u>	<u>32,823</u>	<u>32,687</u>	<u>30,326</u>	<u>25,619</u>	<u>37,193</u>	<u>24,490</u>	<u>774</u>	<u>1,070</u>	<u>33,000</u>
<b>Total Operating Revenue</b>	<b>3,201,679</b>	<b>3,268,398</b>	<b>3,201,890</b>	<b>3,030,073</b>	<b>2,825,663</b>	<b>2,870,087</b>	<b>2,716,285</b>	<b>2,608,998</b>	<b>2,215,819</b>	<b>2,101,568</b>	<b>2,249,480</b>
<b>Operating Expenses</b>											
Golf Admin	381,253	375,878	402,713	431,905	436,403	453,430	478,065	417,740	425,583	332,261	320,271
Golf Operations	1,087,232	1,154,843	1,006,413	883,802	809,799	902,807	820,007	783,923	702,239	708,225	749,721
<u>Golf Maintenance</u>	<u>1,892,065</u>	<u>1,936,666</u>	<u>1,863,228</u>	<u>2,155,949</u>	<u>2,206,921</u>	<u>2,476,611</u>	<u>2,445,881</u>	<u>2,381,632</u>	<u>1,951,982</u>	<u>2,094,556</u>	<u>2,238,198</u>
<b>Total Operating Expenses</b>	<b>3,360,550</b>	<b>3,467,387</b>	<b>3,272,354</b>	<b>3,471,656</b>	<b>3,453,123</b>	<b>3,832,848</b>	<b>3,743,952</b>	<b>3,583,294</b>	<b>3,079,804</b>	<b>3,135,043</b>	<b>3,308,190</b>
<b>Operating Tax Subsidy</b>	<b>158,871</b>	<b>198,989</b>	<b>70,464</b>	<b>441,583</b>	<b>627,460</b>	<b>962,761</b>	<b>1,027,667</b>	<b>974,296</b>	<b>863,985</b>	<b>1,033,475</b>	<b>1,058,710</b>
<i>Orig. Budget Operating Tax Subsidy</i>	<i>0</i>	<i>0</i>	<i>80,000</i>	<i>90,575</i>	<i>120,570</i>	<i>120,570</i>	<i>310,407</i>	<i>460,500</i>	<i>601,275</i>	<i>880,184</i>	<i>1,058,710</i>
<b>Tax Funded Capital Projects</b>	<b>150,000</b>	<b>202,000</b>	<b>365,000</b>	<b>140,000</b>	<b>1,149,500</b>	<b>205,500</b>	<b>120,500</b>	<b>343,500</b>	<b>67,000</b>	<b>543,000</b>	<b>601,400</b>
<b>Annual Tax Subsidy</b>	<b>308,871</b>	<b>400,989</b>	<b>435,464</b>	<b>581,583</b>	<b>1,776,960</b>	<b>1,168,261</b>	<b>1,148,167</b>	<b>1,317,796</b>	<b>930,985</b>	<b>1,576,475</b>	<b>1,660,110</b>
<b>Rounds Played</b>	<b>167,470</b>	<b>155,536</b>	<b>162,671</b>	<b>150,772</b>	<b>129,801</b>	<b>132,288</b>	<b>111,788</b>	<b>107,338</b>	<b>97,765</b>	<b>95,205</b>	<b>97,000</b>
<b>Operating Tax Subsidy Per Round</b>	<b>0.95</b>	<b>1.28</b>	<b>0.43</b>	<b>2.93</b>	<b>4.83</b>	<b>7.28</b>	<b>9.19</b>	<b>9.08</b>	<b>8.84</b>	<b>10.86</b>	<b>10.91</b>
<b>Total Tax Subsidy Per Round</b>	<b>1.84</b>	<b>2.58</b>	<b>2.68</b>	<b>3.86</b>	<b>13.69</b>	<b>8.83</b>	<b>10.27</b>	<b>12.28</b>	<b>9.52</b>	<b>16.56</b>	<b>17.11</b>

Note: Report excludes expenses for which there is a dedicated levy such as IMRF

