



Allentown Municipal Golf Course

Mission: To provide an economically self-sustaining recreational activity for the local citizenry to enjoy.

2015 Revenues & Expenses

▶ Beginning balance-	- \$ 165,077
▶ Revenue-	1,296,263
▶ Expenditures-	1,204,766
▶ Accrued Expense Liabilities-	33,723
▶ 2015 Ending balance-	- \$ 107,303

2015 RFP Process

- ▶ Consideration given whether to contract operation and maintenance.
- ▶ Technical and cost proposals were received and considered.
- ▶ Proposals focused primarily on reducing maintenance operating costs and increasing marketing.

2015 RFP Process

- ▶ Review Committee recommended rejecting all proposals.
 - ▶ Concern about condition of City owned equipment at the end of the lease term.
 - ▶ Concern about continuing costs to the City.
 - ▶ Concern about leasing away another significant part of the City's infrastructure.
 - ▶ Belief that the City can make changes needed to recover costs and allocate golf fund revenue to the Capital Improvement Program.
- ▶ Parks & Recreation recommended that operation and management of the course remain with the City.

2016 Goals for AMGC

▶ Goal #1: Continue improvements to the golf course

- ▶ Course closed in January for a period of time to complete various necessary improvements
 - ▶ Greens and tee boxes aerified and topdressed.
 - ▶ Drainage improvements completed at #6.
 - ▶ Cart paths realigned from #9 and #18 to improve flow.
 - ▶ New chipping green opened.
 - ▶ Cart corral built to securely store carts and centralize cart washing.
 - ▶ Increase native / pollinator gardens, which reduces watering and mowing and provides habitat for pollenators.

2016 Goals for AMGC

▶ Goal #1: Continue improvements to the golf course

▶ Various tree work completed.

- ▶ Hazardous trees identified and removed.
- ▶ Removed low hanging tree limbs to allow equipment to mow under trees safely and enable golfers to more easily find balls.
- ▶ Specimen trees pruned.
- ▶ Removed selected trees that had matured to the point where they shaded high value turf and were impeding air flow.
- ▶ 20 trees removed, 12 trees pruned, 53 stumps removed.

Greens Aerification



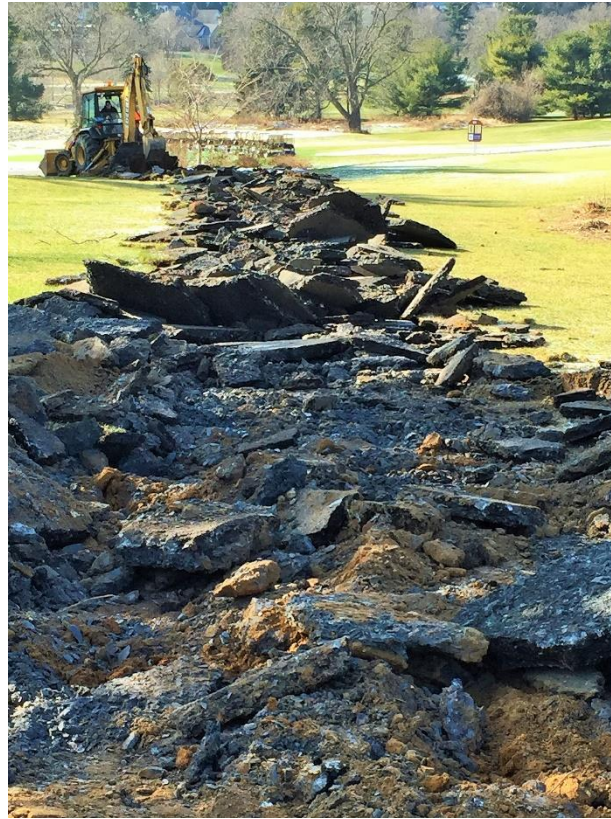
Drainage Improvements @ #6



New Chipping Green



Cart Corral & Cart Path Realignment



Tree Work



Tree Work



Native Areas



Pollinator Gardens



2016 Goals for AMGC

▶ Goal #2: Complete a comprehensive business plan.

▶ Involve golfers in the process.

- ▶ Golf Committee

▶ Revenue Centers

- ▶ Greens fees
- ▶ Cart/ Pull carts
- ▶ Driving Range, including automation
- ▶ Pro Shop
- ▶ Tournaments, Lessons & Leagues

2016 Goals for AMGC

- ▶ **Goal #2: Complete a comprehensive business plan.**
 - ▶ Personnel
 - ▶ Marketing
- ▶ **Goal #3: Develop a Capital Improvement Program for the course and buildings / infrastructure.**
- ▶ **Goal #4: Eliminate negative cash balance.**

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern, layered effect. The shapes are concentrated on the left and right sides of the frame, leaving a large white central area.

Questions?