



CITY COUNCIL UPDATE: INDIGO GOLF FISCAL YEAR 2025

PR-25-008

March 4, 2025

Partnership with City of Killeen

- Valued Partnership
- Effective Communication
- Bi-weekly meetings with COK representatives
- Collaborative Marketing Program



Financials FY25

Forecasted Financials for FY25 (Actual through January)

	YTD Actuals	YTD Budget	Variance	FY25 Budget
Rounds	12,218	11,750	468	41,200
Revenue	\$510,125	\$462,600	\$47,525	\$1,723,600
Expenses	\$443,516	\$485,580	\$42,064	\$1,523,740
Net Income	\$19,073	(\$54,535)	\$73,608	\$60,635

	FY19	FY20	FY21	FY22	FY23	FY24	FY25 Proj.
Net Income	(\$254,228)	(\$160,431)	(\$51,872)	\$1,168	\$134,382	\$212,277	\$134,243

Management Annual Comparison

Yearly Comparison of rounds, revenues, expenses and net income during Management. (FY19 is only May thru Sept)

	FY19	FY20	FY21	FY22	FY23	FY24	FY25 Budget
Rounds	15,623	37,813	38,610	41,344	40,535	42,403	41,200
Revenue	\$374,663	\$1,042,307	\$1,163,043	\$1,323,728	\$1,516,860	\$1,691,488	\$1,723,600
Expenses	\$619,418	\$1,175,625	\$1,211,848	\$1,316,008	\$1,382,478	\$1,479,211	\$1,523,740
Net Income	(\$244,755)	(\$133,318)	(\$51,872)	\$1,168	\$134,382	\$212,277	\$60,635

FY25 Facility Improvements

- Bunker and Irrigation RFP are in the works with an expected start date in October 2025.
- RFP for Clubhouse went out on February 24th, with a submission deadline of March 11th. This will include painting of the facility inside and out, new energy efficient windows, and new siding. Expected start date is late spring.
- Clubhouse grounds improvement is ongoing.
- Range Machine was purchased and has been in use since mid January.
- Turf conditions and playability are a high priority and will continue to be as we move forward.
- New Irrigation control panel installed in December 2024.

Agronomic Plan FY25

- Two core aerifications scheduled, June and August. Solid tine aerification to alleviate compaction on the greens as needed.
- Light top-dressing of tees and greens on a regularly scheduled basis during grown season. Every three weeks.
- Verti-cutting of greens every three weeks to remove thatch and old plant material. Twice a year on tees and once on fairways in the spring.
- Monthly wetting agent application to greens, tees, and fairways. This helps the plants and roots retain the water longer to promote a healthier growth.
- Monthly plant growth enhancers based on soil and tissue tests.
- Plant protectant applications to prevent new weed growth and remove existing weeds.
- Continued tree removal and trimming to promote healthy growth and sunlight in shaded areas.

Partnership/Developments Killeen Community

- Community-engaged programming fosters loyalty, increases foot traffic, promotes inclusivity, and enhances brand reputation, driving sustainable growth for Stonetree Golf Club.

Upcoming examples include:

- Women's Golf Month
- Re-establishing the First Tee of Killeen
- Establishing the Killeen Junior Golf Association
- Player Development Month
- Family Golf Month
- 4th of July
- Father's Day



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Partnership/Developments Killeen Community

- Community Partnership
 - UMHB
 - KISD and BISD Schools – Belton, Lake Belton, Ellison, Shoemaker, Harker Heights, Killeen
 - Killeen Chamber of Commerce
 - Harker Heights Chamber of Commerce
- Monthly/weekly events for increased public participation
 - Thirsty Thursday
 - Central Texas Championship
 - Club Fitting Days
 - PGA HOPE Clinics
 - Partner with KISD Golf Leaders and Coaches to promote Stonetree Junior Golf Program
 - Continued planning for the First Tee @ Stonetree G. C.



GOLF FORE
Kids
A BEGINNERS GUIDE TO GOLF

Golf Fore Kids
If your son or daughter has a desire to learn the game of golf, then here is the perfect opportunity! Every Saturday starting July 17th, they will learn new fundamentals about the golf game. Clubs are provided for juniors that don't have golf clubs.

\$10 per clinic
Ages 5 - 12
9-10am

TO REGISTER
PLEASE CALL 254.501.6575

STONETREE GOLF CLUB



THIRSTY THURSDAYS
TWO PLAYER SCRAMBLE
AT STONETREE GOLF CLUB

JOIN US! March 13
Cold Beverages, Golf and Good Times.
What could be better? Join us for a fun and competitive two player scramble every Thursday afternoon.

\$25 per player
5:30 pm shotgun

Fee Includes:
• 9 holes of Golf
• Shared Cart
• Drink Ticket
• Prizes & Optional Games

Call or drop in to register.
* Must Register prior to 5pm

STONETREEEGC.COM | 254.501.6575

STONETREE GOLF CLUB

Partnership/Developments Killeen Community

Reputation Report Last 12 months

GOLFADVISOR
58 Reviews | 4.07 Star Rating



Great course

Pro shop staff are very friendly. Which is always a plus. Warm up areas are great during the dormant season we are hitting off mats. Starter is always very nice and knowledgeable about the course conditions and always give the players a few rules to remember. The course of course is in great shape from the tee box to the green. Pace of play is on point expect to spend the 4 and half hours playing.



Very enjoyable course

This was the second time playing at Stonetree. Really enjoyed it. Challenging but not hard. Great conditions on the greens, fairways, and tee box. Sand traps were a little rough but I can accept that for great conditions of the others.



Dry Fairways - Hardpan Bunkers - EXCELLENT GREENS

My step-brother and I play here 10-15 times per year. Great course. The greens are in excellent shape and the fairways are pretty good, but dry with a lot of sparse grass areas. Several bunkers are unplayable with hard pan and rocks. I think the weather has been hard on the course (very hot, no rain followed by too much rain).

We love this course even with these criticisms. The greens are absolutely outstanding and in great shape right now...and fairly quick. GREAT course. Later in the afternoon it can get very busy.

Google
27 Reviews | 3.59 Star Rating



facebook
1 Reviews | 5 Star Rating

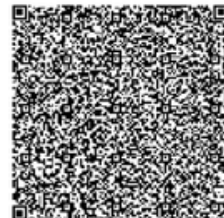


yelp
2 Reviews | 4.5 Star Rating



Review us on
Google
★★★★★

Thank you for choosing us.
Our goal is to provide a great
experience during every visit.




Scan the QR Code to leave us
a review. Thank you!

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Review Card
hand Outs

Social Media Engagement - Posts

Stonetree Golf Club
May 28, 2024 · 🌐

The #USOpen is almost here! Comment on this post before the end of the tournament with your guess of who will win and their final score for a chance to win FREE golf! Good luck! 🍀



Stonetree Golf Club
July 11, 2024 · 🌐

Happy birthday to Dale our wonderful Superintendent 🎂🍷



Stonetree Golf Club is at Stonetree Golf Club.
June 24, 2024 · Killeen, TX · 🌐

Congratulations to Prince Thomas on his first hole in one in 30 years of playing golf 🏆🎉 Mr. Thomas used a pitching wedge from 95 yards on hole 4. Well done sir 🍷🍷



Stonetree Golf Club
October 31, 2024 · 🌐

Happy Halloween 🎃 We want to hear from you! What hole do you think is the SPOOKIEST on our course? 📍
#HappyHalloween #FallGolf #BookATeeTime



Stonetree Golf Club
September 15, 2024 · 🌐

These are most of the 1st, 2nd, and 3rd Place Winners in each Flight. Congratulations to you all!



Stonetree Golf Club
December 17, 2024 · 🌐

Celebrate with us on the course this Friday, December 20th! 🎅🎄 Wear your favorite ugly sweater for a chance to win a free round of golf! Simply rock your sweater, post a pic, and tag us on Facebook to be entered into the raffle. Book your Friday tee time with us today 📅
#UglySweaterContest



Stonetree Golf Club
December 2, 2024 · 🌐

Layer Up in Style This Winter! 🌨️ Stay warm on and off the course with our logoed winter apparel. From premium hoodies to performance layers, we've got everything you need to brave the chill. Shop now in our online store and rep your favorite club all season long! 📍
#OnlineStore #GolfApparel #WinterGolf #GolfMerch



Stonetree Golf Club
November 3, 2024 · 🌐

It's Daylight Savings time! Fall back means more early tee times! Enjoy those crisp morning rounds and maximize your golf game. 📍
#DaylightSavings #EarlyBirdTeeTimes #GolfLife



Stonetree Golf Club
September 4, 2024 · 🌐

Host your next event with us! Whether it's a birthday, anniversary, or holiday party, we've got you covered. 📍 Click the link in our bio to learn more and start planning your unforgettable celebration! 🎉
#Events #CelebrateWithUs #Weddings #Birthdays #CelebrationsOfLife #HolidayParties



Website Performance

We design and maintain the responsive websites used by our facilities, with a focus on modernizing their appearance and enhancing functionality. These designs prioritize conversion and revenue generation by featuring clear calls to action for tee time bookings, dynamic modules to promote event registrations, and a streamlined header for easier navigation.

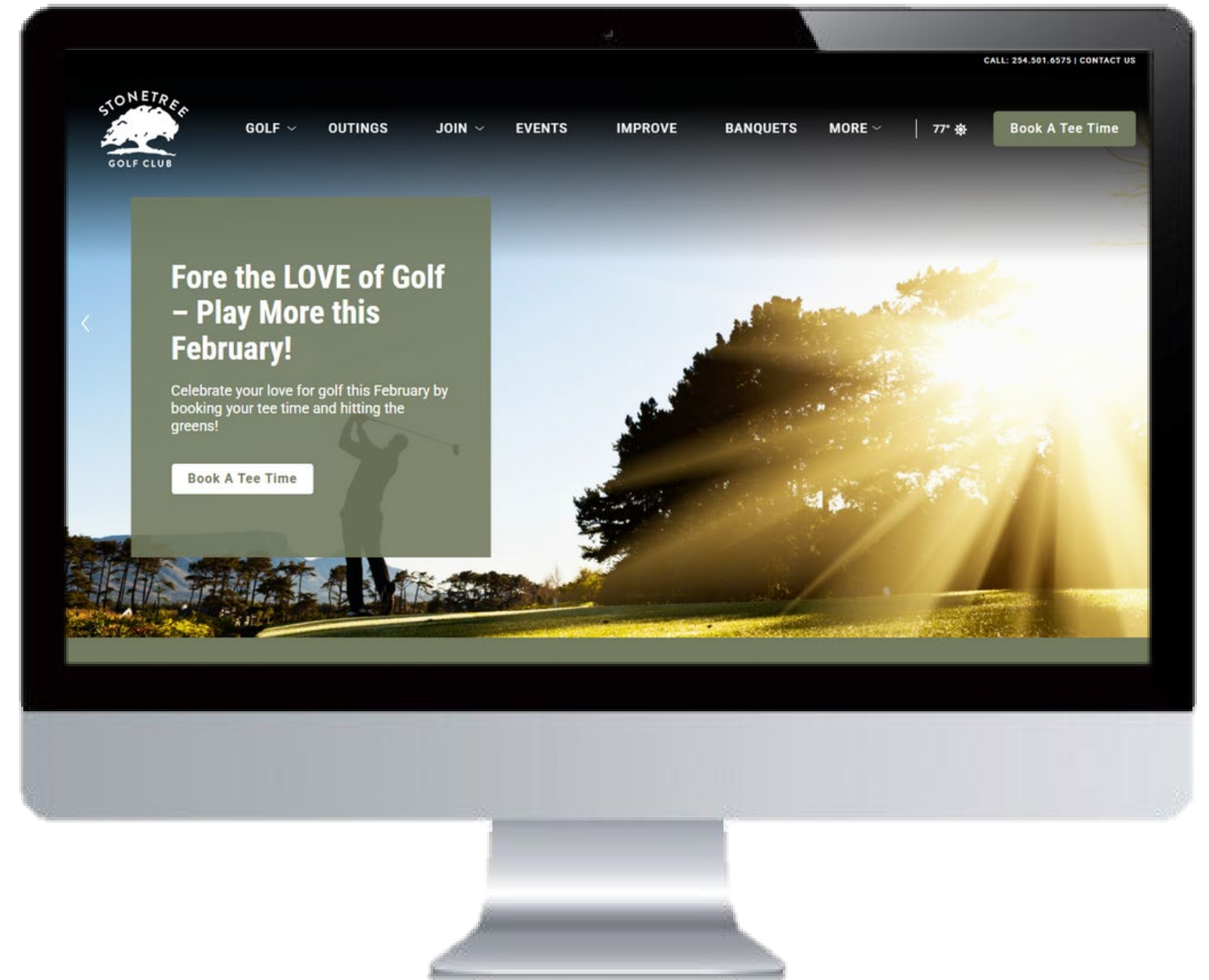
2024 website metrics:

Public Online Rounds: 6,727

Public Online Revenue: \$289,078

Website Views: 394,338

Website Active Users: 22,051



Troon Marketing Programs

TROON.COM

Troon.com continues to emphasize driving revenue with more visible and accessible booking engines and storytelling around our clients, clubs and associates. We were ecstatic about continued traffic growth as our current website enters its third year in production. The website page views **grew by 10%** and eclipsed **5.9 million views**.

5.9M+

Page Views

1.6M+

Users

- Troon-managed and affiliated properties pages remained steady at **450K+ views**.
- Troon Card pages had **1M views**.
- Troon Card Tee Time Booking page had **312,000** page views.

Conclusion

