

CITY COUNCIL UPDATE · DS-26-072

# Stonetree Golf Club

Indigo Golf — Fiscal Year 2026

August 4, 2026



# Partnership with the City of Killeen

Indigo Golf and the City of Killeen maintain a close, collaborative working relationship centered on open communication and shared goals for Stonetree Golf Club.



## Valued Partnership

A trusted operating relationship built on transparency and accountability.



## Effective Communication

Bi-weekly meetings with City of Killeen representatives.



## Collaborative Marketing Program

Joint promotion of the course and community programming.



# Target Markets

Ten guest segments mapped to the channels, messaging, and revenue lines that convert them.

| Segment                     | Demographics                 | Best Channels                   | Key Message                            | Revenue Link             |
|-----------------------------|------------------------------|---------------------------------|----------------------------------------|--------------------------|
| Avid Golfers                | 30+ rounds/yr, 35–65         | Email, Facebook, Gallus App     | Tournaments, perks, loyalty rewards    | Rounds · Golf Fees       |
| Casual Golfers              | 5–20 rounds/yr, all ages     | Meta Ads, Google, Instagram     | Specials, twilight deals, fun events   | Rounds · Green Fees      |
| Families & Juniors          | Parents 30–50 + kids 6–17    | Instagram, Local Media          | Junior camps, family days, programs    | Rounds · Lessons · F&B   |
| Members / Pass Holders      | Frequent players, loyal base | Email, App, SMS                 | Value, exclusivity, member benefits    | Membership Revenue       |
| Women Golfers               | All ages, underserved market | Instagram, Email, Clinics       | Inclusive leagues, social experiences  | Rounds · Lessons         |
| Seniors (55+)               | Midweek players, retirees    | Email, Facebook, Direct Mail    | Walkability, pace, social leagues      | Rounds · Membership      |
| Corporate & Outings         | HR teams, event planners     | Direct Sales, LinkedIn, Email   | Packages, branding, F&B service        | Golf Fees · F&B · Events |
| Troon Access Members        | 35–65, value travelers       | GolfWithAccess.com, Troon Email | Preferred rates, points, perks         | Golf Fees · Rounds       |
| Military / First Responders | 18+, community anchors       | Email, App, Meta                | Discounts, gratitude, community        | Rounds · Loyalty         |
| Twilight / After-Work       | 25–55, time-constrained      | Meta Ads, App, SMS              | Flex pricing, 9-hole, after 3 PM deals | Rounds · F&B             |

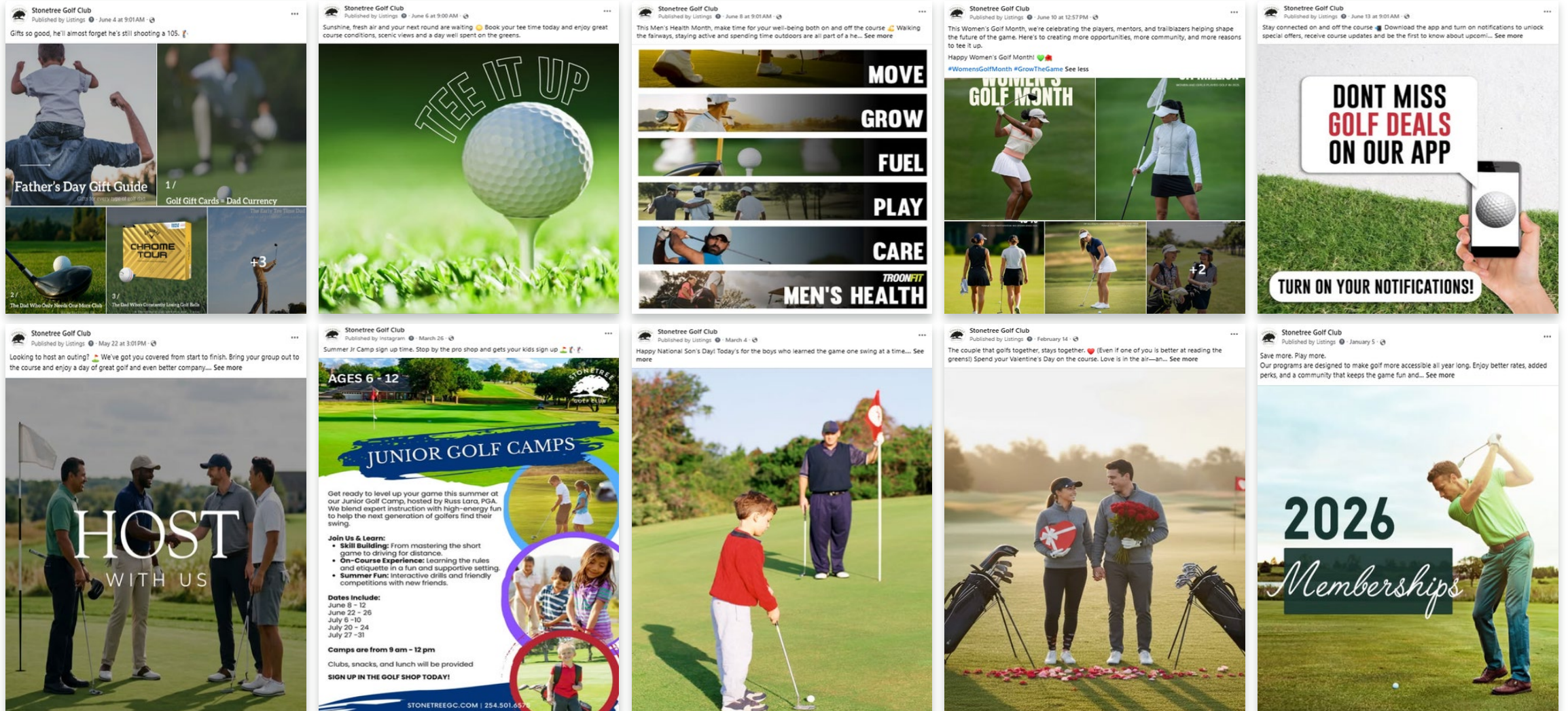
# Marketing Channels

Twelve active channels across owned, paid, and the wider Troon network — each tracked for revenue impact.

| Channel                | Type          | Frequency       | Owner                 | Revenue Impact            | Status |
|------------------------|---------------|-----------------|-----------------------|---------------------------|--------|
| Email Marketing        | Owned         | Weekly          | Indigo/Troon          | High — direct bookings    | ●      |
| Organic Social (FB/IG) | Owned         | 3–5x/week       | On-site Guru + Indigo | Med — brand awareness     | ●      |
| Meta Paid Ads          | Paid          | Evergreen       | Indigo Digital Team   | High — tee times + leads  | ●      |
| Google PPC             | Paid          | Evergreen       | Indigo Digital Team   | High — search intent      | ●      |
| Gallus App             | Owned         | Weekly push     | On-site + Indigo      | Med — loyalty / F&B       | ●      |
| Website (GolfNow)      | Owned         | Ongoing updates | GolfNow + Indigo      | High — conversion hub     | ●      |
| Troon Email (1M+)      | Troon Network | Semi-annually   | Indigo / Troon Corp.  | High — new acquisition    | ●      |
| GolfWithAccess.com     | Troon Network | Evergreen       | Troon Corp.           | High — tee time revenue   | ●      |
| Troon Access / Co-op   | Troon Network | Seasonal        | Troon Corp.           | High — incremental rounds | ●      |
| Yext / Reputation Mgmt | Owned         | Ongoing         | Indigo Coord.         | Med — trust / conversion  | ●      |
| Design on Demand       | Owned         | Monthly         | Indigo Design         | Support — all channels    | ●      |
| Print / Collateral     | Owned         | Seasonal        | On-site + Indigo      | Med — on-site conversion  | ●      |

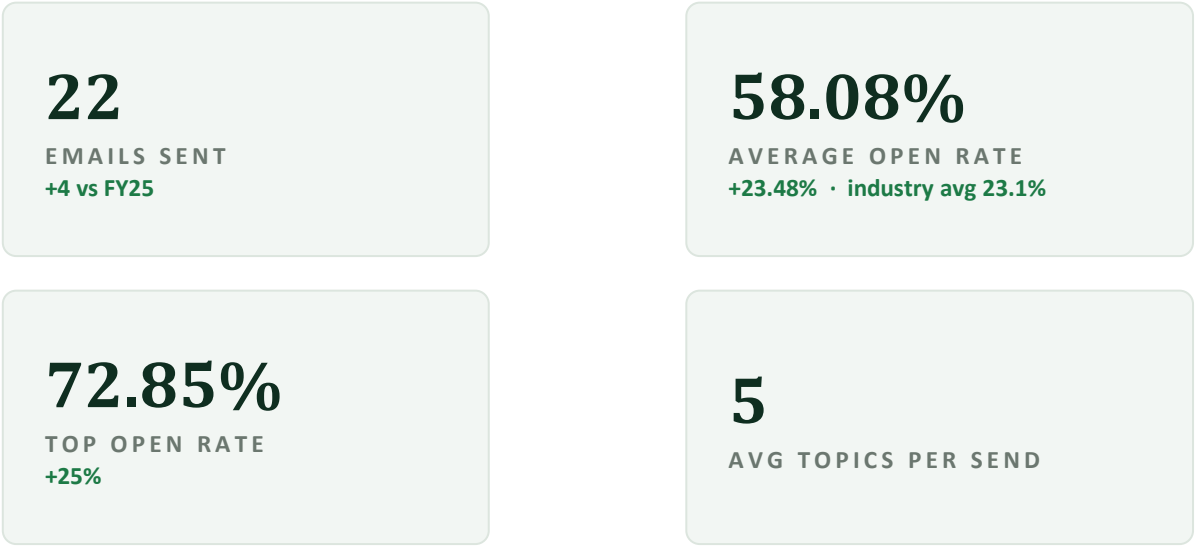
# Social Media Engagement

A snapshot of recent organic posts across Facebook and Instagram driving awareness and bookings.



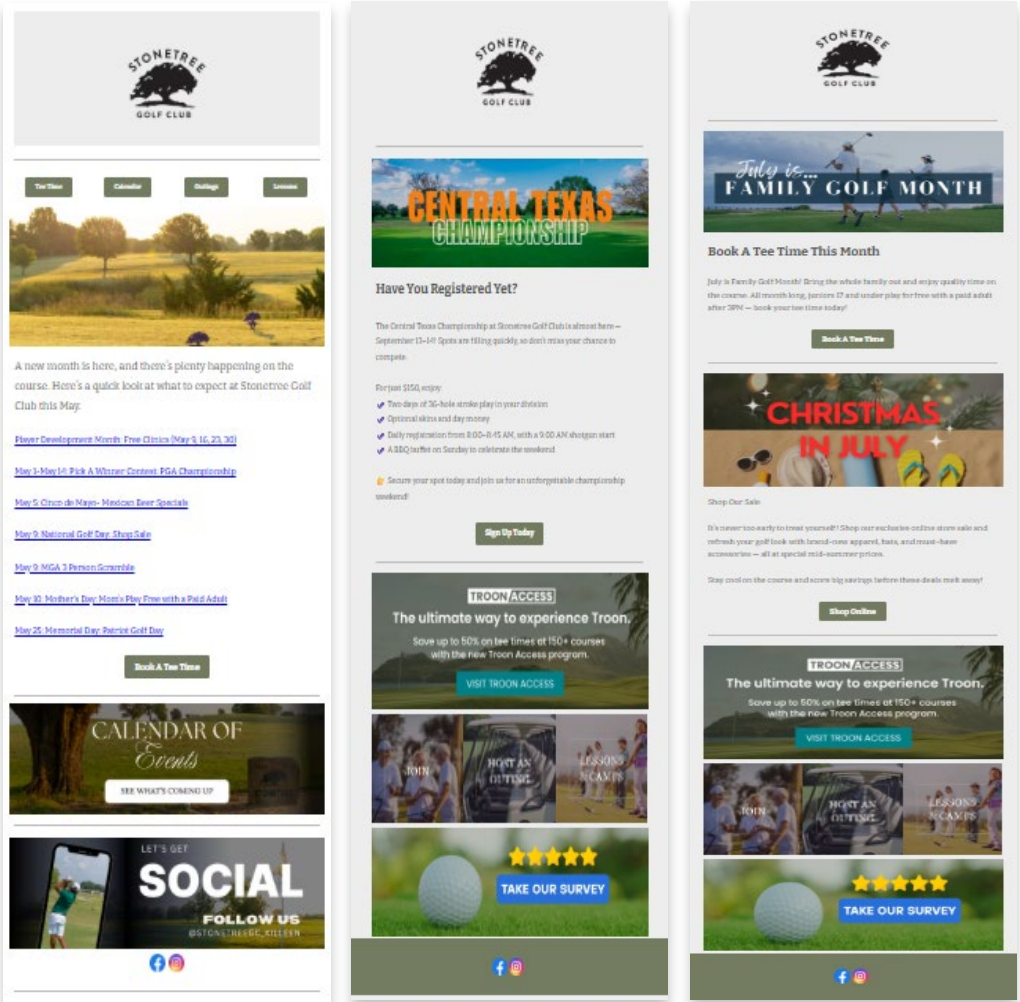
# Email Marketing

Email remains our most efficient channel for reaching Stonetree guests directly — personalized, measurable, and low-cost.



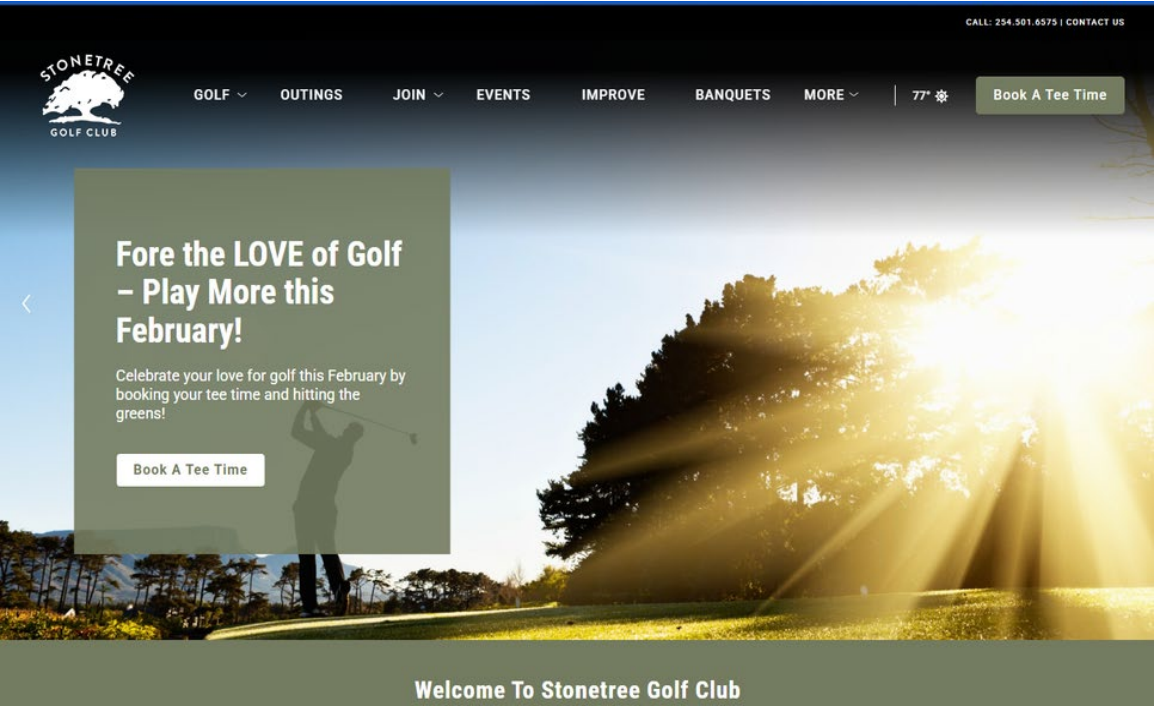
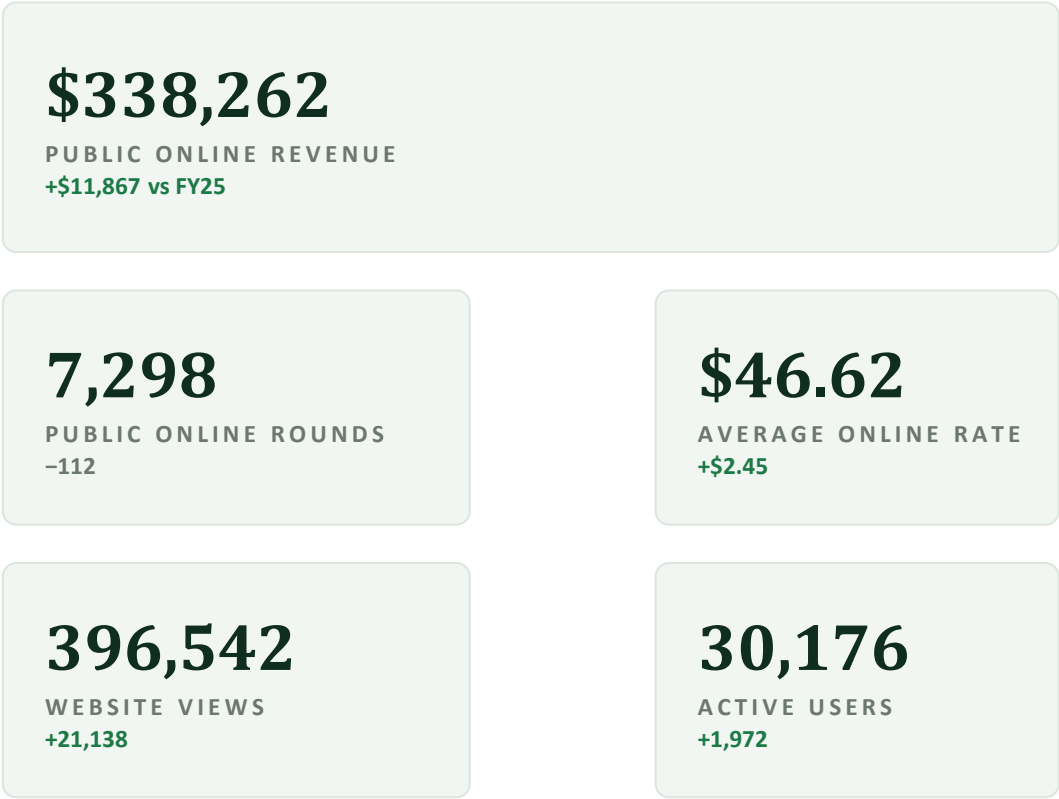
NEW — EMAIL JOURNEYS (AUTOMATION BASED ON GUEST BEHAVIOR)

-  **Welcome** First-time guests
-  **Tee Times** Recurring to engaged guests
-  **Defector** Re-engaging past guests



# Website Performance

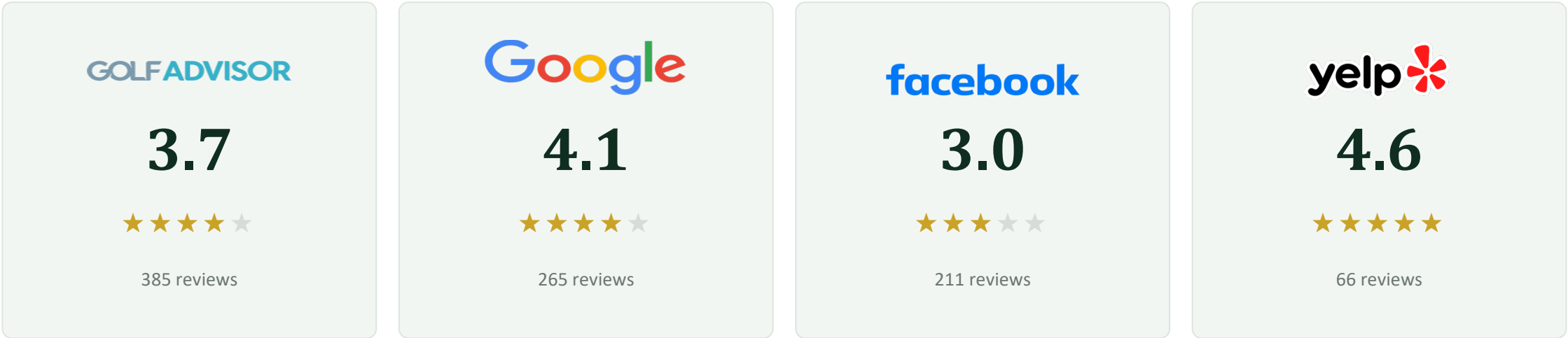
Our responsive website is built to convert — clear tee-time calls to action, dynamic event promotion, and streamlined navigation.



GUEST EXPERIENCE

# Reputation Management

Guest ratings across review platforms — trailing 12 months



RECENT GUEST REVIEWS



**Don Altman**  
Local Guide · 39 reviews · 14 photos

★★★★★ 4 months ago

Nice open course with a few (mostly) avoidable water hazzards 🤔 ... Interactive, helpful staff.



**RYAN ATOIGUE**  
Local Guide · 34 reviews · 7 photos

★★★★★ a year ago

Just another sunny blue sky day in Killeen. Great location for a Day of golf. Affordable, fast rolling greens! Carts are well maintained, fairways and over all experience was amazing! I will mention that the sand traps are not sandy!

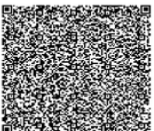
REVIEW CARD HANDOUTS

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!

WWW.STONETREEGC.COM

Review us on

yelp

★★★★★

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WWW.STONETREEGC.COM

# Tournaments

From regional championships and club events to corporate outings and charity fundraisers, Stonetree Golf Club serves as a vibrant hub that brings golfers together and drives positive community impact.



### MGA 3 Person Scramble

Saturday, May 9th  
8:30 AM Shotgun Start  
\$25 | PER PERSON  
REGISTER BY:  
THURSDAY, MAY 7TH



Teams will be created by the MGA Board  
Prize Payout: \$650 or more depending player count  
(Gift Cards & Cash)

Annual MGA Dues: \$35  
(includes GHIN Handicap unless the player already has one)

REGISTER IN THE GOLF SHOP OR  
EMAIL: STONETREEMGAKILEEN@GMAIL.COM

STONETREEGC.COM



## CENTRAL TEXAS CHAMPIONSHIP

SEPTEMBER 13 & 14

### Premiere Tournament of the Year

OPEN, SENIORS (55+), SUPER SENIORS (70+), & LADIES DIVISIONS  
*Flighted after the first round within your division*

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**ENTRY FEE | \$150.00**  
*Covers all tournament expenses*

8:00 - 8:45 AM | Registration  
9:00 AM | Shotgun Start

*(Optional Daily Skins & Day Money)*

**36 HOLE INDIVIDUAL STROKE  
PLAY TOURNAMENT**

*BBQ Buffet Meal Included on Sunday*

*Must have at least 7 participants per division*  
254.501.6575 | STONETREEGC.COM



## 2025 PAR BUSTERS

OCTOBER 11 & 12

### 2 Person - 36 Hole Event

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**TEAM ENTRY FEE | \$400.00**  
*Covers all tournament expenses*

Day 1 Scramble | 9am Shotgun Start  
Day 2 Shamble | 9am Shotgun Start

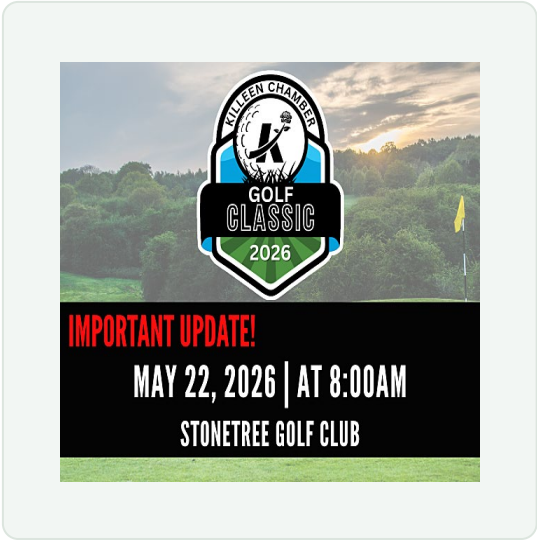
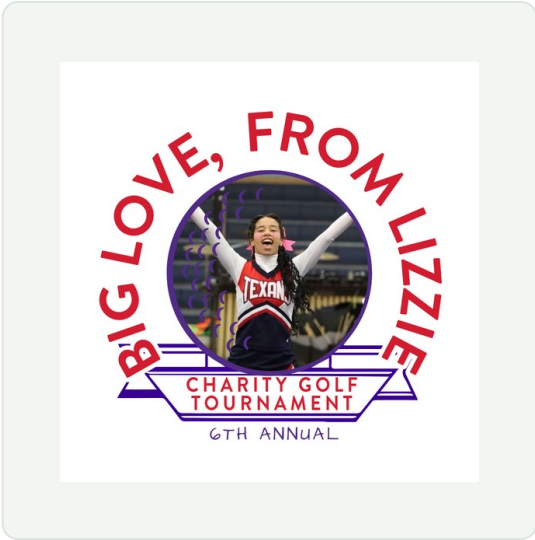
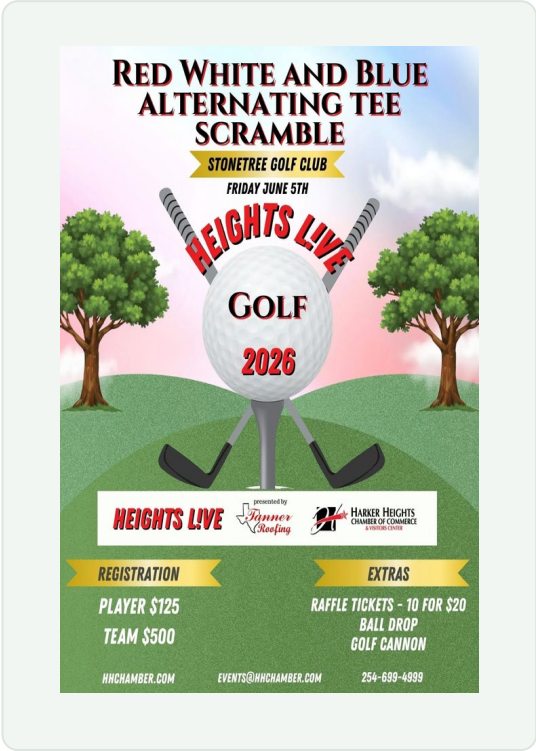
*(Optional Daily Skins & Day Money)*

Putting Contest and Dinner Party | Saturday 6:00PM  
Awards & Lunch | Sunday after Golf

254.501.6575 | STONETREEGC.COM

# Tournament Partners

A home course for school championships, local organizations, corporate outings, and charity events across Central Texas.



# Killeen Community Partnerships & Development



## Community Partners

University of Mary Hardin-Baylor

KISD & BISD schools — Belton, Lake Belton,  
Ellison, Shoemaker, Harker Heights, Killeen

Killeen Chamber of Commerce

Harker Heights Chamber of Commerce



## Events & Programs

Red, White & Blue Tournament

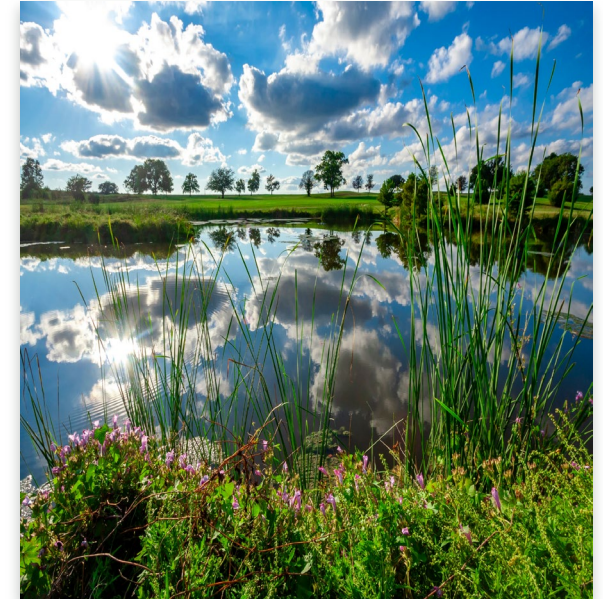
Club Fitting Days

PGA HOPE Clinics

Stonetree Junior Golf Program

First Tee @ Stonetree G.C. (in planning)

50+ tournaments/events held Oct 2025 -  
present



# Community Engagement

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

UPCOMING HIGHLIGHTS

- Pick the Winner
- Family Golf Month
- 4th of July
- Father's Day



# FY26 Facility Improvements

A year of major reinvestment in the golf course and clubhouse.

- ✓ All 17 bunkers renovated
- ✓ Wall-to-wall irrigation replaced
- ✓ 98 new trees planted on the course
- ✓ Reuse tank project
- ✓ Clubhouse roof replaced



# FY26 Agronomic Plan



**Overseeding**

Ryegrass on tees for busy winter months to avoid turf stress.



**Smart Irrigation Control**

New central control computer and phone app.



**Wall-to-Wall Sprinklers**

New sprinkler heads to better cover the full acreage.



**Effluent Reuse Tank**

Operational — will reduce water costs.



**Turf Health Program**

Weekly nitrogen and fungicide applications for plant protection.



**New Tree Plantings**

Continued plantings across the course.



**Native Area Shredding**

Twice yearly to propagate spring wildflowers.



**Aerification & Slicing**

Mechanical practices that promote turf density.

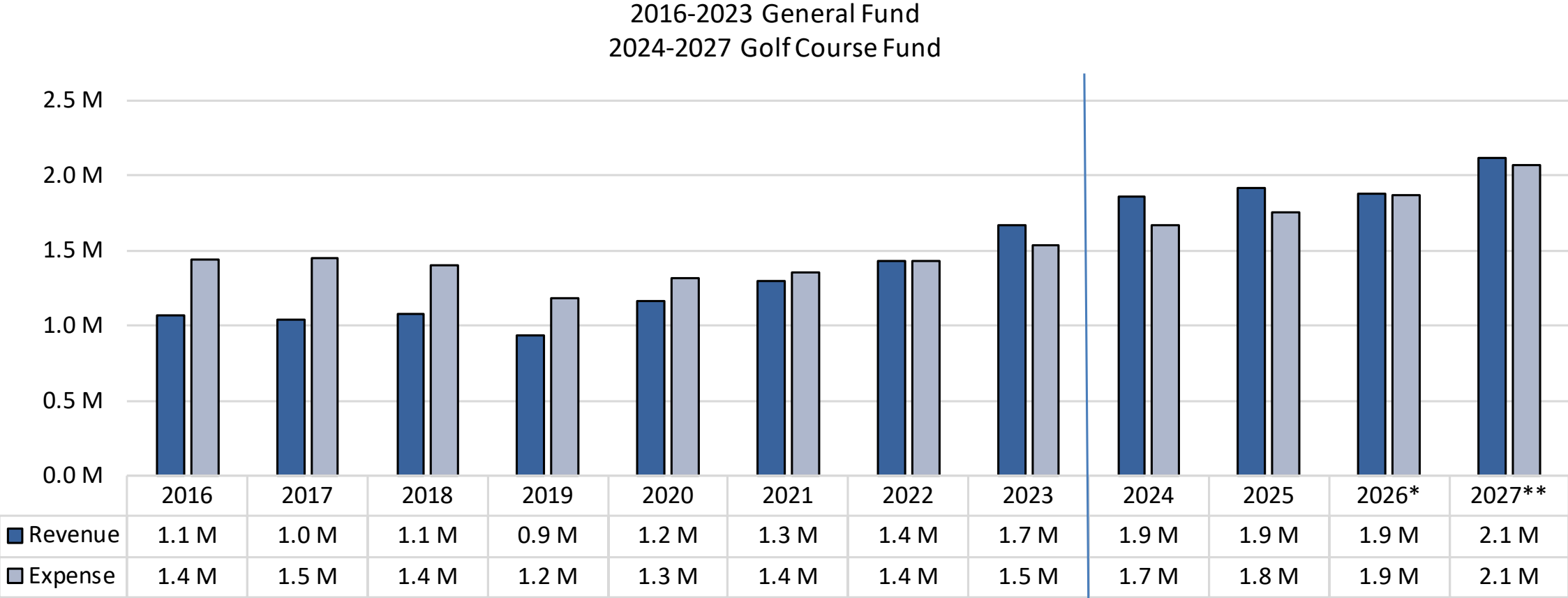


# Fund Summary

22.16% Increase

|                               |                                            |             |                |                |                 |                             |
|-------------------------------|--------------------------------------------|-------------|----------------|----------------|-----------------|-----------------------------|
|                               | <i>Estimated Beginning Working Capital</i> |             |                |                |                 | \$ 329,069                  |
|                               | <b>Actuals</b>                             |             | <b>FY 2026</b> |                |                 | <b>Proposed Budget 2027</b> |
|                               | <b>2024</b>                                | <b>2025</b> | <b>Budget</b>  | <b>Amended</b> | <b>Estimate</b> |                             |
| Revenues                      | 1,855,681                                  | 1,920,825   | 1,548,836      | 1,548,836      | 1,878,900       | 2,117,331                   |
| Expenditures                  |                                            |             |                |                |                 |                             |
| Golf Course                   | 1,668,608                                  | 1,758,182   | 1,475,283      | 1,492,671      | 1,658,492       | 1,861,580                   |
| Debt Service                  | -                                          | -           | 221,694        | 221,694        | 211,413         | 211,445                     |
| Total Expenditures            | 1,668,608                                  | 1,758,182   | 1,696,977      | 1,714,365      | 1,869,905       | 2,073,025                   |
| Net Change in Working Capital | 187,074                                    | 162,644     | (148,141)      | (165,529)      | 8,995           | 44,306                      |
|                               | <i>Estimated Ending Working Capital</i>    |             |                |                |                 | <u>\$ 373,375</u>           |
|                               | <i>Fund Balance Percent</i>                |             |                |                |                 | 18.01%                      |

# Revenue & Expense History



\*Estimated FY 2026  
\*\*Proposed FY 2027

# FY26 Financials

Forecasted financials for FY26 — actuals through June.

|            | FY21       | FY22                                                  | FY23       | FY24     | FY25        | FY26 Proj. |
|------------|------------|-------------------------------------------------------|------------|----------|-------------|------------|
| Net Income | (51,872)   | 1,168                                                 | 134,382    | 212,277  | 254,858     | 245,800    |
|            |            |                                                       |            |          |             |            |
|            |            | Forecasted Financials for FY26 (Actuals through June) |            |          |             |            |
|            |            |                                                       |            |          |             |            |
|            |            | YTD Actuals                                           | YTD Budget | Variance | FY26 Budget |            |
|            | Rounds     | 30,982                                                | 30,850     | 132      | 42,450      |            |
|            | Revenue    | 1,512,756                                             | 1,354,980  | 157,776  | 1,869,630   |            |
|            | Expenses   | 1,328,406                                             | 1,344,682  | 16,276   | 1,803,912   |            |
|            | Net Income | 184,350                                               | 10,298     | 174,052  | 65,718      |            |

# What's Next

Coming up, we are excited to deliver improved experiences to our community guests.



## **New golf carts**

A refreshed fleet coming end of FY27 for a better guest experience.



## **Upgraded equipment**

Investments in equipment such as the Sandpro to maintain new bunkers, and replacement tractor with excavation tool to better maintain irrigation system and course conditions.



## **Continue clubhouse renovations and cart path improvements**

Continue phased clubhouse renovations with energy efficient window replacement in FY27, and worst to first improvements of cart paths.



## **Pond dredging & fountain restoration**

Cleaning up growth around ponds and restoring signature fountain feature on the course.



THANK YOU

# Questions & Discussion

Proud to serve the Killeen community in partnership with the City.

