



## CITY MANAGER UPDATE: INDIGO GOLF FY21 MID-YEAR REVIEW

DS-21-132

October 19, 2021

# Partnership with City of Killeen

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- ❑ Valued relationship
- ❑ Weekly meetings with COK representatives
- ❑ COK Employee Wellness Program
- ❑ Collaborative marketing
- ❑ Effective communication



# Partnership/Developments with Killeen Community

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- ❑ Community Partnership
  - ❑ UMHB
  - ❑ KISD and BISD High Schools – Belton, Lake Belton, Ellison, Shoemaker, Harker Heights, Killeen
  - ❑ Harker Heights Chamber of Commerce
  - ❑ ASYMCA
  - ❑ Boys and Girls Club
- ❑ Monthly/weekly themed events for increased public participation
  - ❑ Super Sunday Scramble
  - ❑ Red, White, and Blue Tournament
  - ❑ Thirsty Thursday
  - ❑ Member-Guest Events
  - ❑ WLGO – Supporting Fisher House Foundation
  - ❑ Glow Night Golf



The advertisement for 'Golf Fore Kids' features a vertical layout. On the left, a light blue border contains a repeating pattern of small white golf tees. The top section shows a young boy in a striped shirt and hat, with the text 'GOLF FORE Kids' in large white script and 'A BEGINNERS GUIDE TO GOLF' in smaller white text below it. The middle section has a blue header 'Golf Fore Kids' followed by a paragraph: '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.' Below this is the price '\$10 per clinic' in blue, followed by the age range 'Ages 5 - 12' and '9-10am'. A photo of a child swinging a golf club is on the right. The bottom section says 'TO REGISTER' in blue and 'PLEASE CALL 254.501.6575' in black. The Stonetree Golf Club logo is in the bottom right corner.

**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

# Partnership/Developments with Killeen Community

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## Reputation Report

Golf Now

171 Reviews | 4.1 Star Rating



Google

157 Reviews | 4.2 Star Rating



Facebook

2 Reviews | 5 Star Rating



Overall

330 Reviews | 4.4 Star Rating



Scott Smith

8 reviews

★★★★★ 3 months ago

Awesome kids camp! The staff works so well with the kids, the improvement of my daughters golf swing after only 5 days is amazing. They make learning fun and my daughter can't wait until the next camp!!!



Shannon Detro

5 reviews

★★★★☆ 2 weeks ago

NEW

Customer service is always top notch. The greens are average

# FY21 Facility Improvements

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- ❑ Addition of Players Lounge
- ❑ Installation of driving range lights
- ❑ Ongoing tree replacement program
- ❑ 10 acres of Fairways renovated to Tahoma Bermuda
- ❑ Transition of all greens to Sunday Bermuda
  - ▣ A new hybrid turf that is more tolerant to climate change

# Agronomic Plan FY22

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- ❑ Eliminate overseeding on fairway, tees, and greens to allow for healthier bermuda and reduced input
- ❑ Installing new irrigation control system to allow for better utilization of irrigation system
- ❑ Monthly plant growth enhancers based off soil and tissue tests
- ❑ Organic soil amendments to enrich the soil
- ❑ Periodic aerification of all maintained areas to relieve compaction and aid water infiltration
- ❑ Plant protectant applications to prevent new weeds and remove existing weeds
- ❑ Expansion of Monarch butterfly habitat using wildflower and native grass
- ❑ Involvement in the Audubon Sanctuary Program
- ❑ Renovating bunkers to remove rocks and debris and create a playable surface



# Financials FY21

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## Forecasted Financials for FY21 (estimates for September)

	YTD Actuals	FY21 Budget	Variance	FY22 Budget
Total Revenue	\$1,301,379	1,297,866	(\$3,507)	\$1,376,982
Cost of Sales	\$133,115	\$84,549	(\$48,566)	\$83,904
Total Expenses	\$1,192,400	\$1,212,687	(\$20,050)	\$1,271,877
Net Income	(\$24,139)	\$630	(\$24,769)	\$21,201

	FY16	FY17	FY18	FY19	FY20	FY21 Proj.
Net Income	(\$373,967)	(\$407,776)	(\$329,201)	(\$254,228)	(\$117,660)	(\$24,139)

# Conclusion

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