



2014 Annual Member's Meeting





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AGENDA

- **Opening remarks**
- **Introductions**
- **2014 WBVGC Board of Directors**
- **Membership Update**
- **Lakes Irrigation Project**
- **Sales & Marketing Efforts**
- **Financial Summary**
- **Next Steps**
- **Open Forum Q & A**
- **Adjourn**





Introductions

Westbrook Village HOA

- Karen Jones (General Manager)
- Peter Atkins (President of HOA Board)

WBVGC Charter Clubs

- Peg Jensen Ladies 18-Hole
- Anne Pratt Ladies 9-Hole
- Mike Carlson Men's Golf Association
- Jack Anderson 18-Hole Couples
- Lou Fuqua 9-Hole Couples
- Steve Jobe Weekend Men's Club
- Jeanette Graham WBVGC Handicap Chairperson

WBVGC Managers

- David Escobedo Superintendent
- John McCahan Head Golf Professional
- Brandon Evans Information Technology/Assistant Pro
- Barbara Jean Strucel Office Manager
- Dachele Frey Marketing Coordinator



2014 WBVGC Board of Directors

President	Steve Karch	IT
Vice President	Tom Lodge	Bylaws, Insurance and Legal
Secretary	Rick Axelrad	Membership
Treasurer	Terry Bice	Budget & Finance
Facilities	Roy Chapman	Facilities (Past President 2013)
Sales & Marketing	David Frey	Outside Rev./WBVGC Awareness
Greens & Grounds	Bob Oracheff	Long Range Planning
Communications	Cathy Raich	Internal/External Comm.
Golf	Bill Vogt	Tournaments and Handicaps

- Glenn Lund: Past President, Secretary and Membership Committee Chairman
- Glen Johnson: Former Director, Acting Chairman of Greens & Grounds Committee



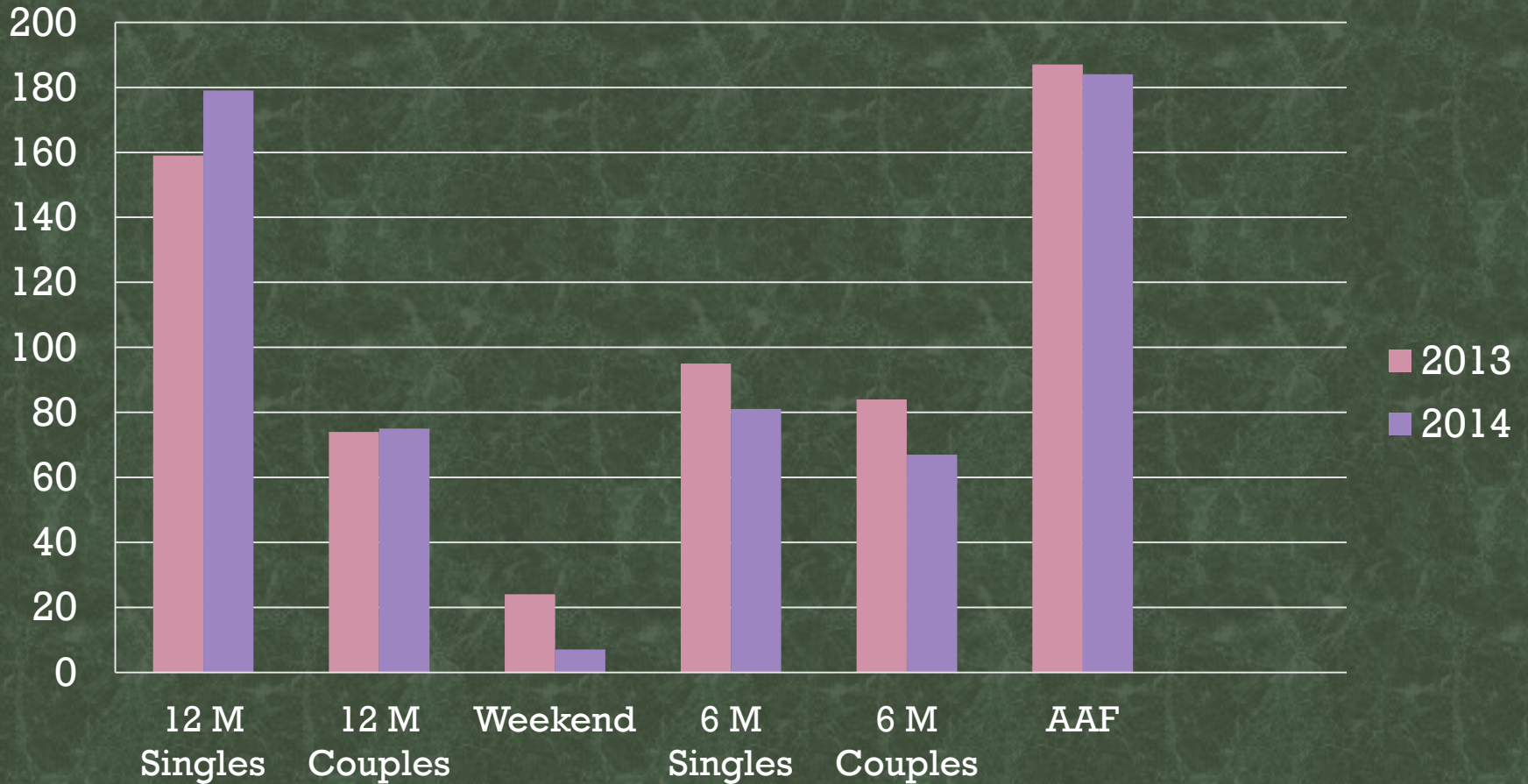
Membership Update

- Trend charts
- Plans to boost program in 2014 and beyond



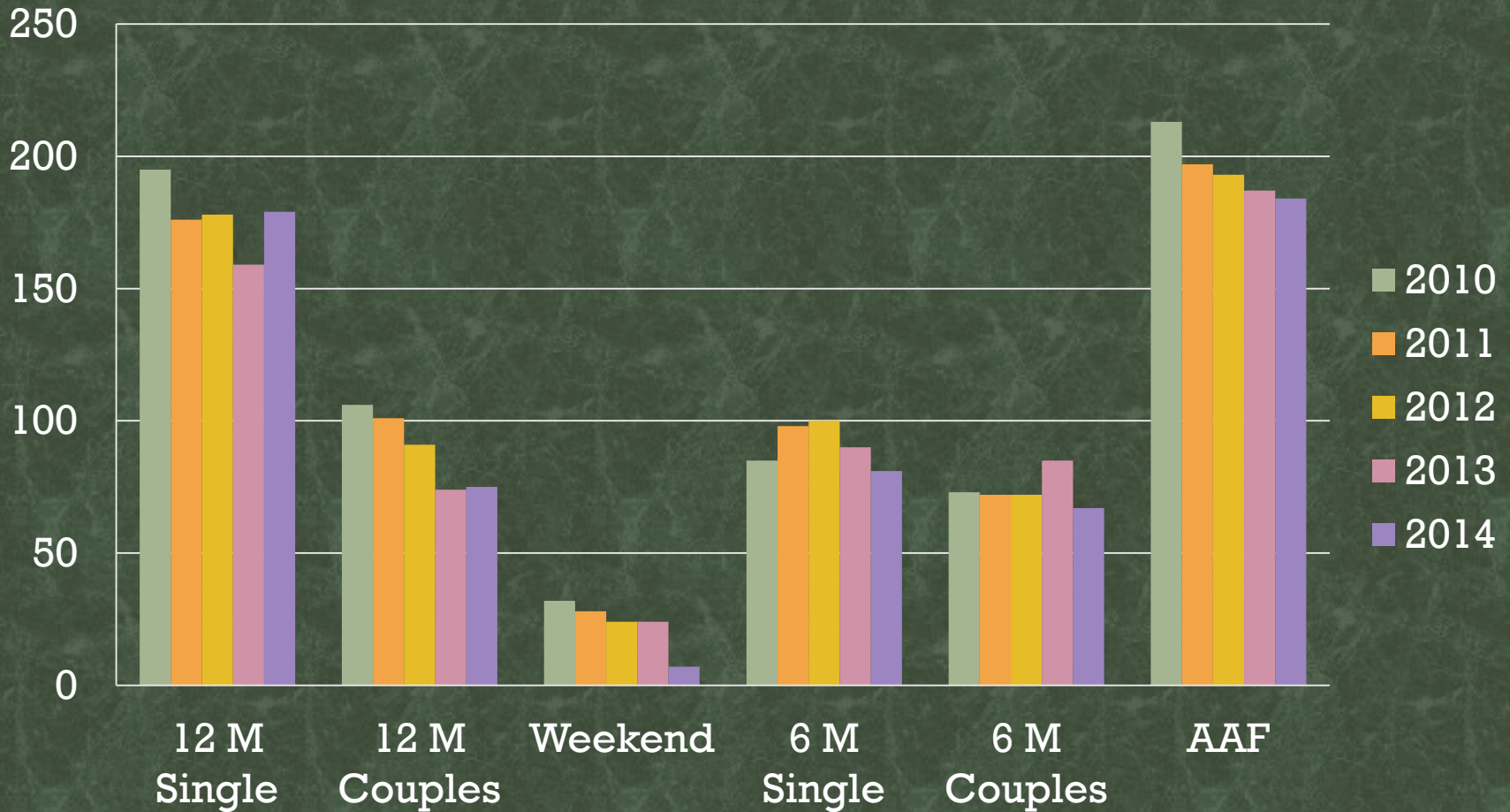


2013 – 2014 Membership Trend



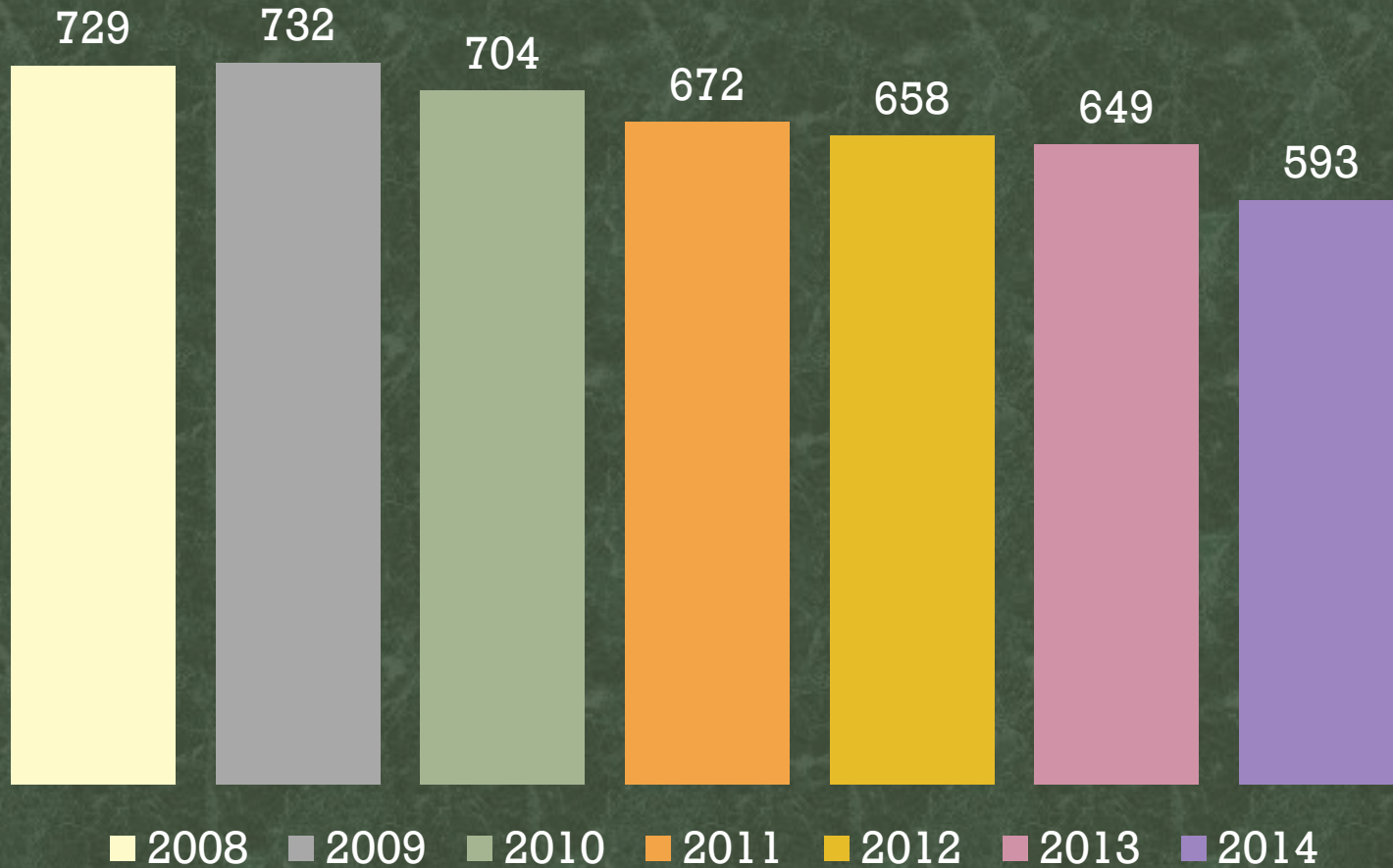


Membership Category & Total Trends





Total Membership





Plans to Boost Membership 2014

Combine Membership and Marketing Committees to develop synergies and to be more effective

- Develop Recruitment Programs
 - Westbrook Village Residents
 - Outside Play Recruitment
 - From Business Partners
 - Junior Golf Program
- Develop Loyalty Program For Retention





Superintendent David Escobedo





Lakes Irrigation Project

Background

- Project considered more than 10 years ago
- In 2013 Board of Directors identified Lakes Irrigation System replacement as the #1 priority
 - Growing maintenance requirements
 - Damage to existing pipes, valves & controllers
 - Cost savings of \$125,000 per year
 - Protection against losing course as a result of major malfunction
 - Improve playing conditions



Lakes Irrigation Project (Cont.)

Activity to Date:

- **May – Sep 2013 Research and fact finding efforts**
 - 1. Interviewed equipment manufacturers**
 - 2. Evaluated new irrigation system technologies being installed nation-wide**
 - 3. Talked with Superintendents who had recently replaced irrigation systems**
 - 4. Visited numerous sites in Arizona, Colorado and California to observe work**
 - 5. Reviewed and updated previous irrigation system design plans and proposals**
 - 6. Identified preferred and highly qualified construction vendors**



Lakes Irrigation Project (Cont.)

Oct- Dec 2013 - Developed plans and cost estimates

1. Xeriscaping Plan

- Phil Smith, a highly acclaimed golf course architect has developed a Xeriscaping Plan to aid in
 - Reducing irrigated turf by 25 to 30 acres
 - Approved by WBVGC Board
 - WBV Architectural Control Committee and WBV HOA Board approved
 - Water, electricity, seed & fertilizer, and labor savings

2. Interviewed 3 contractors who specialize in golf course irrigation systems installations

- Determine capabilities
- Approximate cost
- Time required to complete the project
- Irrigation Systems Design Plan is now underway



L.I.P. - Xeriscaping





L.I.P. – Xeriscaping (Cont.)





L.I.P. – Xeriscaping (Cont.)





Lakes Irrigation Project (Cont.)

Jan – Feb 2014

Refine cost estimates & identify funding sources

1. Receipt of Irrigation Systems Design Plan in March
2. Provide copies of Plan to construction contractors
3. Validate cost estimates and quotes
4. Fund raising programs and activities initiated, continue to explore all avenues to finance LIP



Lakes Irrigation Project (Cont.)

Current Cost Estimates

<u>\$ Thou</u>	<u>Description</u>
• \$ 16	Xeriscaping Plan
• \$ 67	Irrigation System Design & Project Management
• \$ 120	Turf Removal and Relocation
• \$ 150	Decomposed Granite (9,000 tons)
• \$ 60	Delivery and Distribution of Granite/Desert Plants
• \$ 1,750	Construction Phase of Irrigation System Replacement
• \$ 125	Resurface Greens and Seed with New Hybrid Grass
• \$ 35	Replace Sand in Bunkers
• \$ 20	Legal Fees
• \$ 2,343	Total Estimated Project Cost



Lakes Irrigation Project (Cont.)

\$350-\$400K required prior to construction

<u>\$Thou</u>	<u>Events</u>
\$ 25	ACES Fundraiser
\$ 54	Hole Sponsorships
\$ 63	Sale of Tee Markers
\$ 20	Enhancement Fund
\$ 5	Auction Old Tee Markers
\$ 20	Patron (WBV Residents) funding
\$ 165	Assessment
<u>\$ TBD</u>	Naming Rights
\$ 352	Total anticipated through these events

Amount to be financed is approximately \$2 million



Lakes Irrigation Project (Cont.)

Private and/or Institutional Financing

\$2 Million for 7 or 10 year term

\$Thou

<u>7 Year Term</u>			<u>10 Year Term</u>		
	Annual	Total		Annual	Total
5%	\$339	\$2,374	5%	\$255	\$2,550
6%	\$351	\$2,457	6%	\$266	\$2,660
7%	\$362	\$2,534	7%	\$279	\$2,790



Lakes Irrigation Project (Cont.)

Paying for L.I.P. Estimated Costs of \$2,343m (2015-2020)

<u>\$ Thou</u>	<u>Sources</u>
\$ 650	Operational Cost Savings
\$ 130	Tournament Fund Raisers
\$ 63	Tee Markers
\$ 100	Enhancement Fund
\$ 324	Hole Sponsorships
\$ 300	Reduced Equipment Lease Funding Requirements
\$ 5	Auction Off Old Tee Box Markers
\$ 30	Patron Funding (Westbrook Village Homeowners)
\$ 250	Water Rights (Sell, Lease or Assign)
\$ 570	APF Transfers
\$ 70	Sponsored Scorecards and Range Balls
\$ <u>TBD</u>	Course Naming Rights
\$ 2,492	Estimated Potential Revenues/Cost Avoidance



Lakes Irrigation Project (Cont.)

Status

- We now have reasonable cost estimates to complete the project
 - Subject to final specifications and contract arrangements
 - Plus a small contingency of +/- 5%
- External revenue funding sources are difficult...but, show promise
 - David Frey will discuss the Marketing efforts in more detail



Director of
Sales/Marketing
David Frey





Sales and Marketing

Mission Statement

Our goal is to develop business relationships within the city of Peoria/Glendale area, to help promote the local businesses and enhance the image of Westbrook Village Golf Club. By doing so, we will raise outside capital funds to continue to protect our assets. (e.g. Golf courses, buildings, restaurants, patios, and restrooms). This will all help to offset present and future assessments paid by the membership.



Review of Past Outside Revenue

Where we **WERE**

Where we **ARE**

Where we're **PROJECTED** to be in 2014

2012 – Total: \$0

2013 – Total: \$8,500

- **New Score Cards**
 - (Logan Hall - \$2,500)
 - (Bobbi Martin - \$2,500)
- **New Range Balls at Vistas Course**
 - (American Family Insurance Casey Bell - \$3,500)



Review of 2014 Outside Revenue

2014 – Total: \$152,500

- **New Score Cards**
 - (\$3,500 Lakes Annual Agreement)
 - (\$3,500 Vistas Annual Agreement)
- **New range balls (18 month agreement)**
 - (\$3,500 Annual Agreement)
- **Business Sponsorship Tee Signs (\$54,000 annually)**
 - (\$54,000 = \$1,500 x 36 holes)

Auction off Old Tee Signs at Ace's Event in March
(For keep sake & memories of the Golf Club) (\$5,000 profit)



2014 Outside Revenue Cont.

- **New Metal Tee Box Markers**
 - Total from Both Courses = \$63,000
- **Enhancement Fund**
 - \$20,000 profit
- **Patron Program**
 - \$0
- **Naming Rights**
 - \$0





Business Sponsorship Program

Sponsored By



Katie Campbell
9200 W. Union Hills Dr.
Suite 100
(623) 815-8170
katiecampbellinsurance.com

A graphic of a golf hole layout with a green fairway, a blue bunker, and a green flag on the green. To the right of the hole is the Westbrook Village Golf Club logo, the text "Vistas Hole 1 Par 4", and four numbers: 301 (red), 334 (white), 356 (blue), and 378 (black).

Tee Signs

Your company's name, logo and information will be listed above our course layout and tee information at the tee block of your choice. *(Based on Availability)*



Business Sponsorship Program

Levels

PLATINUM - \$3,500

GOLD - \$3,000

SILVER - \$2,000

BRONZE - \$1,500

Opportunity for potential new members

Opportunity to sell corporate memberships



Business Sponsorship Program

Commitment to our Sponsors

- Hole of sponsors choice (subject to availability)
- Beautiful brand new 2' X 2' tee sign with multi-colors,
- Professional 10" x 20" black company name plate with company name, logo and contact information
- Coverage on Westbrook Village Golf Club Website (with a link feature going to the sponsors website)
- Picture with completed sign (as per sold)
- Business Associate Membership
- **Annual sponsorship recognition evening**
- Annual review of sponsorship to go over highlights and goals



Business Sponsorship Program



New Tee Signs

Total cost for the Golf Club for both courses

\$2,000



Business Sponsorship Program



Original Sign Quotes

- Signs were quoted at \$ 775 each excluding shipping
- Purchase would have cost the club **\$30,000** excess money we do not have from our Asset Protection Fund



Business Sponsorship Program

New Metal Tee Markers

Markers donated by Bill & Debra Burnstein, members here at Westbrook Village Golf Club.

- Vistas have 4 Sets per Hole
- Lakes have 3 Sets per Hole
- Markers May State
 - Donated By "Members Name"
 - In Memory of "Persons Name"
- Cost is \$500 for one pair of tee markers
- Term: 4 Years

Potential Revenue

- Vistas Course **(\$36,000)**
 - 4 tee blocks x \$500 = \$2,000 per hole
 - \$2,000 x 18 holes = \$36,000
- Lakes Course **(\$27,000)**
 - 3 tee blocks x \$500 = \$1,500
 - \$1500 x 18 holes = \$27,000
- Potential Revenue of both Courses = **\$63,000**





Enhancement Fund

- Our goal is to create an avenue for members to leave behind a legacy
- Opportunity for long time members to show their appreciation of time spent at this wonderful facility
- Donations will be made to our asset protection fund to keep Westbrook Village Golf Club as one of the best show cases of the West Valley.

Donor Levels

Bronze	\$2,500 - \$5,000
Silver	\$5,000 - \$10,000
Gold	\$10,000 - \$20,000
Platinum	\$20,000 and above

- Donors name and contribution levels will be recognized with a beautiful 4' x 4' stone with permanent engraving displayed at both Golf Courses (Location TBD)

First donor was Mr. & Mrs. Jerry Lenz (\$5,000)



Enhancement Fund (Cont.)

Donor Stone Monument



Westbrook Village Golf Club Enhancement Fund



Platinum Donors



First Donor,
Mr. & Mrs.
Jerry Lenz
\$5000

Gold Donors



Silver Donors



Bronze Donors



Many Thanks From All of Us
(2015)



Patron Program

New Patron Program allows for Westbrook Village residents to contribute to the Golf Club

- **Bronze** **\$100 - \$250**
(One – 18 Hole Patron Pass)
- **Silver** **\$250 - \$500**
(Three – 18 Hole Patron Pass)
- **Gold** **\$500 - \$1000**
(Five -18 hole Patron Pass & Commemorative Brick)
- **Platinum** **\$1000 & Up**
(Ten – 18 Hole Patron Pass & Commemorative Brick)



Naming Rights

Goal - Build partnerships with name brand sponsors

- Example - The Lexus Lakes Golf Club at Westbrook Village
- Cost is \$50,000 annually

Sponsor Receives

- Name on the pro shop
- Opportunity
 - Lexus vehicle in the water on signature Hole # 17 at the Lakes
 - Great advertising exposure for Union Hills Rd. (300,000 vehicles pass daily)
- Advertising wraps on the golf cart fleet
- Professional/Permanent score board with Sponsors Name/Logo
- One day tournament with our members & the company representatives
- Corporate Membership (Limited Playing Rights TBD)



Naming Rights (Cont.)

Sponsor Cart Wraps

Our fleet of golf carts would have the companies logo or a wrap.





Naming Rights (Cont.)



Professional Scoreboard *made with companies name/logo on the scoreboard*



Naming Rights (Cont.)



Naming rights on the side of our pro shop



Treasurer
Terry Bice





FY 2014 Financial Status

1 Oct 2013 – 31 Jan 2014

\$Thou

Income	YTD Actual	YTD Budget	+/-
Dues	\$652	\$655	(\$3)
Green Fees/Cart Rentals	\$252	\$199	\$53
Restaurant Leases	\$8	\$8	\$0
Other Income	\$79	\$64	\$15
Total Income	\$991	\$926	\$65
Expenses			
Golf Course	\$666	\$640	(\$26)
Pro Shops	\$117	\$142	\$25
Facilities	\$18	\$21	\$3
IT & Communications	\$11	\$12	\$1
Administration/Corp	\$71	\$81	\$10
Total Expenses	\$883	\$896	\$13
Operating Cash Flow	\$108	\$30	\$78



Financial Status (Cont.)

Net Cash Flow* *(excludes depreciation/non-cash charges)*

\$Thou

	Year to Date Actual	Year to Date Budget	=/-
Operating Cash Flow	108	30	78
Less: Cap Ex, Init Fees & Cap Leases	154	42	112
Net Cash Flow	(46)	(12)	(34)

Asset Protection Fund Balance (31 Jan 2014)

\$226k



Financial Status (continued)

● **Asset Protection Fund**

- Designated for major capital projects
 - A destructive event
 - To repair/replace major asset (i.e. greens due to disease or end of effective life, irrigation system due to major failure, etc.)
 - Minimum threshold of expenditures from this fund must be \$50k
- Lakes main well pump (Oct 2013)
 - \$90k emergency repair/replacement
- Lakes Irrigation System Replacement Project (LIP)
 - Estimated cost of \$2.3 million

● **Replenishing APF is essential to fund future projects**

- Must be done on a regular and recurring basis
- Prior year APF contributions insufficient to support major capital expenditures
 - Assets and facilities 30 years old
 - Maintenance and replacement costs continue to increase



Financial Status (continued)

FY 2014 Assessment Recommended

- \$300 per member
 - 2 equal payments
 - \$150 due on April 1 and July 1, 2014
- Required to replenish Asset Protection Fund
 - \$ 90k Lakes Main Well
 - \$ 16k Xeriscaping Plan
 - \$ 67k Irrigation System Design Plan
 - \$ 173k



Summary





Next Steps

- Proceed with planning phases
- Buy-in from membership
- Firm up construction cost estimates
- Contractor interviews & selection of preferred contractor(s)
- Establish funding threshold that we must meet before final decision to proceed
- Conclude financial lending arrangements
 - Combination of both private and/or institutional investors
- Maintain May 2015 timeline for project to begin
 - Lead-time for contractor
 - Increased costs to maintain existing system
 - Anticipate construction costs and interest rates to increase in next few years



Questions & Answers

