

February 12 Parks Board Meeting

This year, we are excited to offer middle school teams and two junior leagues the incredible opportunity to play for free!

In line with our commitment to enhancing your experience, we propose a modest \$1 increase in greens fees, while keeping our golf cart fees unchanged.

Reflecting on the town's purchase of the course, an article from March 6, 2008, promised that greens fees would be set at \$10 for that year. Since then, the Consumer Price Index (CPI) has risen by an impressive 47%. With the introduction of our new 10 and 20-round passes, juniors and seniors will now have the chance to play for just \$11.70. This represents a mere 17% increase over the past 17 years—a testament to our dedication to providing affordable access to the game we love.

Due to the increase in rounds played over the past few years, we will no longer offer season passes. Instead, we will provide 10 and 20-round discount passes, which will give more people the opportunity to play.

Before I got involved six years ago, there was a large group of individuals who treated this course like their private country club, discouraging kids and others from enjoying the game. My son and I experienced this firsthand. Some of these individuals in the past have paid \$450 to play more than 100 times a year and behave as though they own the course. They often fail to check in, play additional holes whenever they want, and reserve tee times for four players but only show up with one or two to play alone, with a friend or spouse.

We need to ensure that more people have the opportunity to play golf. I have spoken to many individuals at the course, Kroger, the gym, or around town. When I ask them where they have been, the response is always the same: "I can't get a tee time!"

We are located in the wealthiest town in Indiana, and we are probably the cheapest golf in the state. We must make sure that we provide affordable golf to everyone.

Prices for other courses in the area for 9-holes

Hickory Bend	\$15	Ironwood	\$21	South Grove	\$18
Saddlebrook	\$20	Eagle Pines	\$15	Woodwind	\$20
Hickory Stick	\$15	Brookshire	\$23	Eagle creek	\$23

The projections below indicate a decline in the number of rounds played; however, we expect an increase in profits from greens fees. We also anticipate higher revenue from other areas due to increased inventory levels and a wider selection. Additionally, we aim to enhance our promotions for food and beverage items, as well as for pro shop merchandise.

24 RECAPS

ROUNDS PLAYED	27,547
GREENS FEES	\$300,998 \$10.92
CART FEES	\$174,087
FOOD & BEV	\$43,552
PRO SHOP	\$27,821
PULL CARTS	\$3,580@\$2

25 PROJECTIONS

ROUNDS PLAYED	25,000
GREENS FEES	\$325,000 \$13
CART FEES	\$162,000
FOOD & BEV	\$45,000
PRO SHOP	\$30,000
PULL CARTS	\$5,300@\$3

\$150K FOR CONCESSION STAND 2025
CAPITAL IMPROVEMENT 50% MATCH

\$150K FOR CONCESSION STAND 2026
CAPITAL IMPROVEMENT 50% MATCH

Council borrows \$100,000 so golf course can stay on par

*Rainy Day Fund to help facility
as revenue trickles in*

By Robert Annis

robert.annis@indystar.com

The Zionsville Town Council borrowed \$100,000 from its Rainy Day Fund this week to provide operating funds for its new golf course.

Parks Board president Jeff Glass called the loan a "safety net" as the town gets accustomed to running the course and as revenue from golf fees begins to trickle in.

The town ordinance authorizing the loan stipulates it will be repaid to the town by the end of the year, and Glass was confident the loan would be repaid.

"The expectations we have of the course is that it remain self-sufficient," Glass said. "The expenditures we put in the course need to be justified by the income coming from the course."

The golf course needed the loan because it lacks operating funds for items such as a new cash register, tractor and mowers.

The town purchased the nine-hole public course located at 10799 E. County Road 550 South in October for \$1.5 million from the same Rainy Day Fund.

The town currently has more than \$1.3 million in its Rainy Day Fund, described by town officials as money saved from previous years to be used for special emergencies or circumstances, such as purchasing land.

According to the town's annual budget estimates, the golf course will earn \$25,100 in profit in 2008 and \$84,600 in 2009. In 2010, a \$74,100 loss is projected when the course's outdated manual sprinkler system is scheduled to be replaced.

Glass said the budget is a conservative estimate, and expenditures like the sprinkler system could be shifted as

cash flow demands. Other than the initial loan, both Glass and Town Manager Ed Mitro said no tax dollars would be used in running the golf club.

"Our whole intent has been to make the course self-supporting, and in the future, a revenue generator for the town," Mitro said.

Mitro said it was too early to say what would happen if the course fails to make money for the town, adding that such a decision would happen "way down the road."

The town may consider hiring a contractor to run the course in the future, but a mix of employees from last year and volunteers would handle the primary day-to-day operations this year.

A message on the golf course's answering machine said the club will open Monday. Course prices will remain the same as last year, with golfers paying \$10 to play nine holes.

★ Call Star reporter Robert Annis at (317) 444-5572.

2024 Zionsville Golf Course Rates

	<u>Without Cart</u>	<u>With Cart</u>
<u>Weekdays</u>		
9 Hole	\$14.00	\$24.00
9 Hole Junior/Senior Discount	\$12.00	\$22.00
18 Hole	\$19.00	\$34.00
18 Hole Junior Senior Discount	\$17.00	\$32.00
<u>Weekend & Holidays</u>		
9 Hole	\$18.00	\$28.00
18 Hole	\$24.00	\$39.00
Pull Cart	\$2.00	
<u>Season Pass Rates</u>		
55 and Better (Weekday)	\$500.00	
55 and Better (Anytime)	\$600.00	
Active Military & Veteran Pass	\$500.00	
Adult Pass (18-54)	\$700.00	
Additional Family Member	\$350.00	
Student Pass	\$200.00	
Season Cart Pass	\$400.00	
Season Trail Pass	\$200.00	
Early Bird	10% Off	

2025 Proposed Zionsville Golf Course Rates

	<u>Without Cart</u>	<u>With Cart</u>
<u>Weekdays</u>		
	\$15.00	\$25.00
	\$13.00	\$23.00
	\$22.00	\$39.00
	\$20.00	\$37.00
<u>Weekend & Holidays</u>		
	\$19.00	\$29.00
	\$26.00	\$43.00
	\$3.00	
<u>Pass Rates</u>		
10 Round	10% off weekday rates	
20 Round	10% off weekday rates	