



**Parks and Recreation Board Agenda  
Department of Public Services  
851 South Eton-Conference Room  
Tuesday, July 2, 2019  
6:30 PM**

- I. Call to order**
- II. Roll Call**
- III. Approval of the minutes of:** Tuesday, June 11, 2019 (*regular meeting*)
- IV. Agenda Items-***Written and submitted by 5pm Monday at the Birmingham Ice Sports Arena, one week prior to the meeting.*
- V. Communications/Discussion Items**
  1. Master Plan Sub-Committee Update
  2. Project Updates: (*verbal*)
  3. Golf Course Updates
    - a. Finance Report - Golf Courses
    - b. Golf Course Report
  4. June 23, 2019 Crain's Detroit magazine article "As PGA returns to Detroit, Michigan golf business is in a fragile state"
  5. 2019 In The Park Concert Series
    - Wednesday, July 3, 2019 The Blue Cat Band (Blues)  
(7pm-9pm)
    - Sunday, July 7, 2019 US Army Jazz Ambassadors  
(7pm-9pm)
    - Wednesday, July 10, 2019 Siloam Pool (Soul/Smooth Jazz)  
(12pm-2pm)  
Wednesday, July 10, 2019 Steve Acho (Pop/Rock)  
(7pm-9pm)

- Wednesday, July 17, 2019 Audrey Ray (Country) (7pm-9pm)
- Wednesday, July 24, 2019 Skye Island Band (Motown-Blues-Jazz) (7pm-9pm)
- Wednesday, July 31, 2019 Thornetta Davis (Funky Rockin Blues) (7pm-9pm)

**VI. Unfinished Business**

**VII. New Business**

**VIII. Open To The Public for Items Not On the Agenda**

**IX. Next Regular Meeting – Tuesday, August 6, 2019 (DPS)**

Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al (248) 530-1880 por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

*If you cannot attend the meetings, please contact  
Connie Folk at the Birmingham Ice Arena (248) 530-1642.*

***Minutes are available for review at the Birmingham Ice Sports Arena, 2300 East Lincoln,  
Birmingham, MI 48009***

**PARKS & RECREATION BOARD MISSION STATEMENT**

***The Parks and Recreation Board strives to provide opportunities for the enjoyment, education, and inspiration for present and future generations of residents and visitors through stewardship of natural, cultural and recreational resources. By continuously elevating the beauty and quality of the parks and recreation system of Birmingham, the Parks and Recreation Board will promote health and wellbeing, and strengthen the community.***

## **PARKS AND RECREATION BOARD MEETING MINUTES**

**June 11, 2019**

Therese Longe, Chairperson, called the meeting to order at 6:30 p.m. at 851 S. Eton.

### **MEMBERS PRESENT:**

Heather Carmona, Therese Longe, Ross Kaplan,  
John Meehan, Dominick Pulis, John Rusche and  
Bill Wiebrecht

### **MEMBERS ABSENT:**

### **STUDENT**

### **REPRESENTATIVES PRESENT:**

John Butcher, Seaholm High School

### **ADMINISTRATION:**

Lauren A. Wood, Director of Public Services  
Carrie A. Laird, Parks and Recreation Manager  
Connie Folk, Recreation Coordinator

### **GUESTS:**

Pam Graham, Cindy Rose and David Young

It was moved by Dominick Pulis, seconded by Ross Kaplan that the minutes of the May 7, 2019 regular meeting be approved as amended.

### **Yeas – 7**

Heather Carmona, Therese Longe, Ross Kaplan,  
John Meehan, Dominick Pulis, John Rusche and  
Bill Wiebrecht

### **Nays – 0**

### **Absent -0**

Therese welcomed Pam Graham as the new Alternate Parks and Recreation Board member.

### **AGENDA ITEM #1: Booth Park Turf Repair**

Carrie stated that the turf hill located at Booth Park is a highly active feature of the playground at Booth Park, built in 2006. Due to the significant activity, there are necessary repairs to be done to keep this feature in a safe condition. Needed repairs include removing a section of the synthetic turf, and re-grading the base material. Also, the Poured-In- Place (PIP) Pathway around the hill requires attention, as it has become worn at the base of the mound.

Carrie stated that the project includes repairing the damaged section of synthetic turf which is pie-shaped, approximately 40' x 12', comprising of approximately 45% of the east side of the turf mound.

## 2

Carrie stated that the existing turf will be removed, and the existing rubber base must be leveled with glued rubber infill. In addition, a safety foam pad will be installed as a preventative maintenance measure between the turf and base material. This will avert future sliding of the base from the underside. The seam will be re-aligned vertically to further prevent separation. The synthetic turf specified is Playground Grass™, a resilient surface system for surfaces under and around playground equipment, which includes antimicrobial technology.

Carrie stated only one bid was received for this project from Michigan Recreation Construction, Inc.

Dominick asked why the structure below the turf material has broken down. Carrie stated that the area gets a lot of use and it has been thirteen (13) years since the turf hill has been installed and was not intended to be used in such a manner as it is being used today.

Ross stated that the seams on the turf hill are giving away and that the turf hill material looks to be in good shape.

Carrie stated that the contractor recommends that the new top cap be a different color than the existing red path, because the red will not match (UV light fades) and it will look like a patch.

Therese asked about the timing of the project. Carrie stated that the project would be early September after the children return back to school and before winter. Carrie stated that the city would receive the warranty for this project.

It was moved by Dominick Pulis, seconded by John Rusche to recommend approval of the Booth Park Turf Hill Repair project, including a portion of the synthetic turf and Poured-In-Place pathway in the amount of \$27,593.00 to Michigan Recreational Construction, Inc. Funds are available from Parks Other Contractual Services account # 101-751.000-811.0000 in the amount of \$27,593.00 for these services. Further, to submit to the City Commission for their consideration and approval of this project.

**Yeas – 7**

Heather Carmona, Therese Longe, Ross Kaplan,  
John Meehan, Dominick Pulis, John Rusche and  
Bill Wiebrecht

**Nays – 0**

**AGENDA ITEM #2: Quarton Lake and Manor Park Boulder Installation**

Carrie stated that there is a split rail fence currently lines the northern most section of Quarton Lake Park, north of Oak between Lakeside Drive, Lake Park Drive, and Midland Street. The fence is aged, requires maintenance, and is quite unappealing. Manor Park also has split rail fence along Shepardbush Road.

Carrie stated that Quarton Lake south of Oak Street, along Lakeside and Lake Park Drives is lined with Green Basalt Boulders. The proposed project will remove the split rail fence north of Oak Street and replace with Green Basalt boulders, to match the remaining Quarton Lake Property. This project also includes replacing split rail fencing at Manor Park, along Shepardbush, another similar in type natural setting. Green Basalt boulders are native to Michigan, typically found in the Upper Peninsula.

John Rusche asked if placing the boulders are functional, delineate the park property or mainly decorative, and what is the function of the split rail fence and the boulders.

Carrie stated that the boulders are more decorative but it's meant to show a more natural delineation between street and park. Carrie stated that the split rail fencing has more maintenance.

Heather asked the quantities of boulders that would be installed. Carrie stated that there would be fifty (50) boulders installed.

Carrie stated that the chain at Manor Park will remain to prevent vehicles driving into Manor Park.

It was moved by Heather Carmona, seconded by Bill Wiebrecht to recommend approval of the purchase and installation of fifty (50) Green Basalt boulders, in the amount of \$21,950.00, to be located at Quarton Lake Park north of Oak Street along Oak, Lake Park Drive, Midland Street, and Lakeside Drive and Manor Park along Shepardbush Rd. Funds are available from the Parks Capital Projects account # 401-751.000-981.0100 in the amount of \$21,950.00. Further, to submit to the City Commission for their consideration and approval of this project.

**Yeas – 7**

Heather Carmona, Therese Longe, Ross Kaplan,  
John Meehan, Dominick Pulis, John Rusche and  
Bill Wiebrecht

**Nays – 0**

**AGENDA ITEM #3: Springdale Shelter Picnic Table Purchase**

Carrie stated that the city budgeted for new picnic tables for the Springdale Shelter for fiscal year 2018-2019.

Carrie stated that the existing tables at Springdale Park and Shelter are wooden, 8 ft. tables that require periodic maintenance. Many of the tables have reached their life expectancy and need to be replaced. The City budgets regularly for maintenance of the tables, and replacement as needed. As a temporary measure, we replaced several tables with shorter wooden tables lighter in weight that we plan on installing in other parks in the future.

Carrie stated that the pricing for a total of 30 tables was requested, 4 of which are handicap accessible from Penchura, LLC, the vendor that supplies this table from Landscape Structures. This purchase is available through HGAC Buy Program, a cooperative purchasing contract that the City qualifies for to obtain the competitive pricing, therefore, no other bids were requested. The total purchase price for the 30 tables is \$34,195.00 including freight.

Dominick stated to incorporate to the largest degree possible the color closest to the Birmingham green for the tabletop, with an appropriate off-set for the picnic table legs.

Dominick asked if the current picnic tables could be re-used for other city parks and or if they could be recycled or could they be donated.

Lauren stated that the city has specific disposal requirements for the disposal of the old picnic tables.

It was moved by John Meehan, seconded by Bill Wiebrecht to recommend approval of the Springdale Shelter Picnic Table Purchase in the amount of \$34,195.00 from Penchura, LLC. Funds are available from the 2018-2019 Capital Projects Fund account #401-751.000-981.0100 in the amount of \$25,000 and in the 2019-2020 Capital Projects Fund account #401-751.000-981.0100 in the amount of \$9,195.00 for this purchase. Further, to submit to the City Commission for their consideration and approval of this project.

**Yeas – 7**

Heather Carmona, Therese Longe, Ross Kaplan,  
John Meehan, Dominick Pulis, John Rusche and  
Bill Wiebrecht

**Nays – 0**

### **COMMUNICATION/DISCUSSION ITEM #1a: Lincoln Hills Dog Park**

Carrie showed the Parks and Recreation Board recent pictures of the Lincoln Hills Dog Park that was recently hydro seeded.

Carrie stated that July 15, 2019 is the anticipated re-opening date but if the department decides to re-open sooner the department will.

**No Action was taken by the Parks and Recreation Board**

**COMMUNICATION/DISCUSSION ITEM #1b: BALE Enhancement**

Carrie showed the Parks and Recreation Board recent pictures of the BALE Enhancement project that has started.

**No Action was taken by the Parks and Recreation Board**

**COMMUNICATION/DISCUSSION ITEM #1c: Barnum Park Shade Structures**

Carrie showed the Parks and Recreation Board one of the Barnum Park shade structures that has been completed and the retaining wall still needs to be completed in the circle area around the structure to match the other retaining walls that are around the Barnum Park shade structures.

**No Action was taken by the Parks and Recreation Board**

David Young thanked Lauren and Carrie for all their assistance on the projects located at Barnum Park.

**COMMUNICATION/DISCUSSION ITEM #1d: Natural Area Maintenance –Quarton Lake Planting**

Carrie stated that the plantings at Quarton Lake has been completed.

**No Action was taken by the Parks and Recreation Board**

**COMMUNICATION/DISCUSSION ITEM #2: Golf Courses –Golf Report**

Lauren provided the Parks and Recreation Board the Golf Report.

**No Action was taken by the Parks and Recreation Board**

**COMMUNICATION/DISCUSSION ITEM #6: 2019 In The Park Concert Series**

Connie provided the Parks and Recreation Board the 2019 In The Park Concert Series schedule.

**No Action was taken by the Parks and Recreation Board**

**UNFINISHED BUSINESS:**

Therese asked about piano at Shain Park.

Lauren stated that the piano is still located at Shain Park.

Lauren stated that there will be a Master Plan Sub-Committee meeting scheduled soon.

Lauren showed the Parks and Recreation Board a video showing the proposed Birmingham Now Project preview which is on-line.

The City of Birmingham has embarked on the reconstruction and expansion of the North Old Woodward parking structure along with the extension of Bates Street and inclusion of mixed-use developments to surround the new parking structure. This important project will include a new parking garage with expanded capacity at the existing parking structure location, extend Bates Street and serve home to a flagship RH retail store in the first phase of the project. A second phase, yet to be approved, would create a public plaza and connection to Booth Park, as well as, provide a residential and a mixed-use building on publicly owned land in downtown Birmingham in accordance with the Downtown Master Plan.

**NEW BUSINESS:**

**OPEN TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA:**

Therese Longe stated the next regular meeting will be held on Tuesday, July 2, 2019 at 6:30 pm at DPS.

Meeting was adjourned at 7:45 pm  
Connie J. Folk, Recreation Coordinator

**Parks and Recreation Board Meeting 6/11/2019**



CITY OF BIRMINGHAM  
GOLF COURSE OPERATING REPORT  
FOR THE MONTH ENDED MAY 2019

|                           | SPRINGDALE       |                      | LINCOLN HILLS    |                      | COMBINED         |                      | PRIOR YEAR COMBINED |                      |
|---------------------------|------------------|----------------------|------------------|----------------------|------------------|----------------------|---------------------|----------------------|
|                           | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH    | CALENDAR-<br>TO-DATE |
| <u>REVENUES</u>           |                  |                      |                  |                      |                  |                      |                     |                      |
| FOOD & BEVERAGE SALE      | 4,100            | 6,052                | 6,113            | 9,753                | 10,213           | 15,805               | 8,719               | 11,953               |
| MERCHANDISE SALES         | 1,013            | 1,673                | 2,547            | 5,017                | 3,560            | 6,690                | 2,801               | 4,045                |
| WEEK DAY GREENS FEES      | 20,546           | 30,426               | 25,658           | 43,375               | 46,204           | 73,801               | 55,221              | 72,423               |
| WEEKEND & HOLIDAY GREENS  | 10,662           | 16,367               | 11,211           | 18,469               | 21,873           | 34,836               | 21,345              | 28,142               |
| PULL CART RENTALS         | 902              | 1,182                | 835              | 1,180                | 1,737            | 2,362                | 1,317               | 1,665                |
| TOURNAMENT ENTRY FEES     | -                | -                    | 3,052            | 3,232                | 3,052            | 3,232                | -                   | -                    |
| CLASSES                   | -                | -                    | 52,085           | 52,085               | 52,085           | 52,085               | 58,430              | 58,430               |
| GOLF CART RENTALS         | 5,102            | 7,140                | 7,165            | 12,039               | 12,268           | 19,180               | 19,591              | 23,986               |
| BUSINESS MEMBERSHIP       | 400              | 900                  | 800              | 6,900                | 1,200            | 7,800                | 3,500               | 7,600                |
| NON-RESIDENT MEMBERSHIPS  | 12,250           | 24,050               | 22,075           | 90,365               | 34,325           | 114,415              | 38,400              | 109,025              |
| UNLIMITED GOLF PASS       | 400              | 400                  | 1,000            | 7,000                | 1,400            | 7,400                | -                   | 4,200                |
| PACKAGE CLUB PASS         | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| GOLF HANDICAP FEE         | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| INVESTMENT INCOME         | -                | -                    | 3,623            | 18,686               | 3,623            | 18,686               | 3,132               | 11,488               |
| LEASE PAYMENTS            | 2,147            | 10,638               | 605              | 3,025                | 2,752            | 13,664               | 2,235               | 11,080               |
| SUNDRY & MISCELLANEOUS    | 6                | 17                   | 353              | 375                  | 359              | 392                  | 157                 | 174                  |
| CASH OVERAGE/(SHORTAGE)   | -                | -                    | -                | -                    | -                | -                    | (1)                 | (1)                  |
| TOTAL REVENUES            | 57,529           | 98,846               | 137,121          | 271,502              | 194,650          | 370,348              | 214,846             | 344,209              |
| <u>EXPENSES</u>           |                  |                      |                  |                      |                  |                      |                     |                      |
| <u>FINANCE</u>            |                  |                      |                  |                      |                  |                      |                     |                      |
| ADMINISTRATION COST       | 1,484            | 7,421                | 1,484            | 7,421                | 2,968            | 14,842               | 2,687               | 13,432               |
| AUDIT                     | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| SUB-TOTAL FINANCE         | 1,484            | 7,421                | 1,484            | 7,421                | 2,968            | 14,842               | 2,687               | 13,432               |
| <u>MAINTENANCE</u>        |                  |                      |                  |                      |                  |                      |                     |                      |
| SALARIES & WAGES DIRECT   | 6,677            | 21,095               | 5,336            | 19,361               | 12,013           | 40,455               | 11,100              | 36,510               |
| OVERTIME PAY              | 104              | 104                  | 0                | 0                    | 104              | 104                  | 117                 | 118                  |
| LONGEVITY                 | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| FICA                      | 515              | 1,599                | 404              | 1,459                | 919              | 3,058                | 850                 | 2,757                |
| HOSPITALIZATION           | 947              | 4,143                | 627              | 3,449                | 1,575            | 7,592                | 1,254               | 6,943                |
| LIFE                      | 14               | 77                   | 14               | 76                   | 28               | 153                  | 28                  | 153                  |
| RETIRE CONTRIB HEALTH     | 359              | 1,803                | 359              | 1,798                | 718              | 3,601                | 424                 | 2,126                |
| DENTAL/OPTICAL            | 52               | 290                  | 52               | 289                  | 104              | 579                  | 100                 | 553                  |
| LT/ST DISABILITY          | 23               | 127                  | 23               | 127                  | 46               | 254                  | 44                  | 243                  |
| WORKER'S COMPENSATION     | 62               | 193                  | 49               | 179                  | 110              | 371                  | 102                 | 328                  |
| SICK LEAVE PAYOUT         | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| RETIREMENT EMPLOYER CNTRB | 135              | 690                  | 135              | 680                  | 269              | 1,370                | 230                 | 1,164                |
| HRA BENEFIT               | -                | 10                   | -                | 10                   | -                | 20                   | -                   | 20                   |

CITY OF BIRMINGHAM  
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FOR THE MONTH ENDED MAY 2019

|                           | SPRINGDALE       |                      | LINCOLN HILLS    |                      | COMBINED         |                      | PRIOR YEAR COMBINED |                      |
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|                           | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH    | CALENDAR-<br>TO-DATE |
| RETIREMNT-DEF CONTR EMPLR | 237              | 1,313                | 237              | 1,314                | 475              | 2,627                | 430                 | 2,374                |
| RET HLTH SVGS CONTR EMPLR | 74               | 409                  | 74               | 407                  | 147              | 817                  | 147                 | 814                  |
| OPERATING SUPPLIES        | 2,232            | 8,966                | 1,709            | 8,704                | 3,940            | 17,670               | 9,263               | 15,897               |
| OTHER CONTRACTUAL SERVICE | 318              | 2,460                | 128              | 2,637                | 446              | 5,097                | 9,259               | 13,797               |
| TELEPHONE                 | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| ELECTRIC UTILITY          | -                | 689                  | 120              | 1,292                | 120              | 1,981                | 932                 | 3,189                |
| GAS UTILITY               | 99               | 1,056                | 92               | 952                  | 191              | 2,009                | 145                 | 1,660                |
| WATER UTILITY             | -                | -                    | -                | 65                   | -                | 65                   | -                   | 74                   |
| TRAINING                  | -                | 50                   | -                | 50                   | -                | 100                  | -                   | 1,009                |
| PRINTING & PUBLISHING     | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| EQUIPMENT RENTAL OR LEASE | 2,500            | 12,714               | 2,417            | 12,192               | 4,917            | 24,906               | 4,833               | 24,168               |
| SUB-TOTAL MAINTENANCE     | 14,347           | 57,788               | 11,775           | 55,042               | 26,122           | 112,830              | 39,258              | 113,896              |
| <u>CLUBHOUSE</u>          |                  |                      |                  |                      |                  |                      |                     |                      |
| SALARIES & WAGES DIRECT   | 8,256            | 23,312               | 5,874            | 22,679               | 14,130           | 45,990               | 14,848              | 44,674               |
| OVERTIME PAY              | 250              | 472                  | 0                | 0                    | 250              | 472                  | 111                 | 112                  |
| LONGEVITY                 | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| FICA                      | 646              | 1,795                | 445              | 994                  | 1,091            | 2,788                | 1,135               | 3,403                |
| HOSPITALIZATION           | 1,327            | 6,068                | 1,038            | 5,978                | 2,365            | 12,046               | 2,112               | 11,322               |
| LIFE                      | 2                | 9                    | 2                | 9                    | 3                | 18                   | 4                   | 20                   |
| RETIRE CONTRIB HEALTH     | 364              | 1,824                | 364              | 1,824                | 727              | 3,648                | 434                 | 2,183                |
| DENTAL/OPTICAL            | 61               | 336                  | 61               | 336                  | 122              | 671                  | 122                 | 662                  |
| LT/ST DISABILITY          | 27               | 147                  | 27               | 147                  | 54               | 295                  | 56                  | 291                  |
| WORKER'S COMPENSATION     | 78               | 217                  | 54               | 202                  | 131              | 419                  | 141                 | 413                  |
| SICK TIME PAYOUT          | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| RETIREMENT EMPLOYER CNTRB | 146              | 741                  | 146              | 741                  | 291              | 1,482                | 252                 | 1,285                |
| HRA BENEFIT               | -                | 20                   | -                | 20                   | -                | 40                   | -                   | 40                   |
| RETIREMNT-DEF CONTR EMPLR | 263              | 1,449                | 263              | 1,449                | 527              | 2,898                | 521                 | 2,728                |
| RET HLTH SVGS CONTR EMPLR | 71               | 393                  | 71               | 393                  | 143              | 785                  | 153                 | 796                  |
| OPERATING SUPPLIES        | 1,113            | 4,065                | 1,398            | 8,030                | 2,511            | 12,095               | 2,412               | 9,939                |
| FOOD & BEVERAGE           | 587              | 2,822                | 775              | 3,394                | 1,363            | 6,216                | 3,754               | 5,388                |
| BEER AND WINE             | 470              | 1,264                | 1,210            | 2,303                | 1,680            | 3,567                | 1,991               | 2,723                |
| MERCHANDISE               | 344              | 6,291                | 1,130            | 9,291                | 1,474            | 15,582               | 1,004               | 8,346                |
| INSTRUCTORS               | -                | -                    | -                | -                    | -                | -                    | -                   | -                    |
| OTHER CONTRACTUAL SERVICE | 92               | 1,657                | 1,284            | 2,736                | 1,376            | 4,394                | 2,010               | 5,449                |
| TELEPHONE                 | (96)             | 822                  | (192)            | 512                  | (288)            | 1,333                | 264                 | 1,306                |
| CONTRACTUAL ALARM         | 83               | 413                  | 153              | 763                  | 235              | 1,176                | 224                 | 1,120                |
| ELECTRIC UTILITY          | -                | 1,096                | 421              | 702                  | 421              | 1,798                | 383                 | 925                  |
| GAS UTILITY               | 100              | 1,261                | 55               | 126                  | 155              | 1,387                | 89                  | 1,052                |
| WATER UTILITY             | -                | 811                  | -                | 177                  | -                | 987                  | -                   | 713                  |
| PRINTING & PUBLISHING     | -                | 946                  | -                | 946                  | -                | 1,892                | 443                 | 3,577                |

CITY OF BIRMINGHAM  
GOLF COURSE OPERATING REPORT  
FOR THE MONTH ENDED MAY 2019

|   | SPRINGDALE       |                      | LINCOLN HILLS    |                      | COMBINED         |                      | PRIOR YEAR COMBINED |                      |
|---|------------------|----------------------|------------------|----------------------|------------------|----------------------|---------------------|----------------------|
|   | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH | CALENDAR-<br>TO-DATE | CURRENT<br>MONTH    | CALENDAR-<br>TO-DATE |
| MARKETING AND ADVERTISING   | 38               | 2,438                | 38               | 2,948                | 75               | 5,385                | (25)                | 5,493                |
| TRAINING  | -                | 812                  | -                | 812                  | -                | 1,624                | -                   | 4,762                |
| DEPRECIATION  | 4,375            | 21,875               | 4,966            | 24,829               | 9,341            | 46,704               | 9,250               | 46,250               |
| EQUIPMENT RENTAL OR LEASE   | 2,925            | 8,975                | 2,925            | 8,775                | 5,850            | 17,750               | 5,982               | 17,695               |
| LIAB INSURANCE PREMIUMS   | 339              | 11,445               | 339              | 11,445               | 678              | 22,890               | 678                 | 23,190               |
| LIQUOR LICENSE  | -                | 1,253                | -                | 1,253                | -                | 2,505                | -                   | 2,505                |
| TRANSFER TO GENERAL FUND  | -                | -                    | 8,333            | 41,667               | 8,333            | 41,667               | 8,333               | 41,667               |
| SUB-TOTAL CLUBHOUSE   | 21,861           | 105,026              | 31,178           | 155,479              | 53,039           | 260,505              | 56,684              | 250,030              |
| TOTAL EXPENSES  | 37,692           | 170,235              | 44,438           | 217,941              | 82,130           | 388,177              | 98,628              | 377,358              |
| NET PROFIT (LOSS)   | 19,837           | (71,389)             | 92,684           | 53,561               | 112,520          | (17,829)             | 116,218             | (33,149)             |
| NET OPERATING PROFIT (LOSS)<br>(EXCLUDING DEPRECIATION AND TRANSFERS) |                  |                      |                  |                      |                  | 70,542               |                     | 54,767               |

## Golf Report – June 26, 2019

Finally, summer has arrived! We do have a few more days left in June and we anticipate ending this month with a bang, of course weathering permitting. Our Thursday night leagues have been hurt the most due to rain and many players depend on power carts thus they have not played but once or twice this season. We are hopeful that we have turned the corner and hope to have a dryer summer.

### ROUND COMPARISON      CY 2015 - 2019

| MONTH     | 2015   |        |        | 2016   |        |        | 2017   |        |        | 2018   |        |        | 2019   |       |        |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|
|           | LH     | SD     | Total  | LH     | SD     | Total  | LH     | SD     | Total  | LH     | SD     | Total  | LH     | SD    | Total  |
| January   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0      |
| February  | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0     | 0      |
| March     | 0      | 0      | 0      | 321    | 0      | 321    | 60     | 0      | 60     | 0      | 0      | 0      | 297    | 0     | 297    |
| April     | 3,087  | 1,713  | 4,800  | 2,389  | 1,616  | 4,005  | 2,816  | 1,383  | 4,199  | 2,471  | 0      | 2,471  | 2,157  | 1,569 | 3,726  |
| May       | 4,892  | 4,293  | 9,185  | 5,461  | 3,910  | 9,371  | 4,759  | 3,975  | 8,734  | 4,303  | 2,410  | 6,713  | 3,425  | 2,815 | 6,240  |
| June      | 5,556  | 4,268  | 9,824  | 5,595  | 4,269  | 9,864  | 5,812  | 4,431  | 10,243 | 5,245  | 4,544  | 9,789  | 4,683  | 3,469 | 8,152  |
| July      | 5,718  | 5,218  | 10,936 | 5,788  | 4,856  | 10,644 | 6,027  | 4,720  | 10,747 | 5,858  | 5,027  | 10,885 |        |       | 0      |
| August    | 4,408  | 4,403  | 8,811  | 4,273  | 3,873  | 8,146  | 3,631  | 3,974  | 7,605  | 3,950  | 3,893  | 7,843  |        |       | 0      |
| September | 3,411  | 3,059  | 6,470  | 3,163  | 2,698  | 5,861  | 3,057  | 3,089  | 6,146  | 2,929  | 2,828  | 5,757  |        |       | 0      |
| October   | 2,666  | 908    | 3,574  | 2,037  | 1,990  | 4,027  | 2,556  | 1,610  | 4,166  | 1,289  | 1,486  | 2,775  |        |       | 0      |
| November  | 1,489  | 0      | 1,489  | 2      | 1,545  | 1,547  | 610    | 0      | 610    | 0      | 383    | 383    |        |       | 0      |
| December  | 514    | 0      | 514    | 0      | 54     | 54     | 185    | 0      | 185    | 0      | 0      | 0      |        |       | 0      |
| TOTALS    | 31,741 | 23,862 | 55,603 | 29,029 | 24,811 | 53,840 | 29,513 | 23,182 | 52,695 | 26,045 | 20,571 | 46,616 | 10,562 | 7,853 | 18,415 |

**NOTE: Rounds are through June 25, 2019**

## Membership Analysis 2014 - 2019

|                           | CY 2014 |      | CY 2015 |      | CY 2016 |      | CY 2017 |      | CY 2018 |      | CY June 25 |      |
|---------------------------|---------|------|---------|------|---------|------|---------|------|---------|------|------------|------|
| MEMBERSHIPS               | #       | %    | #       | %    | #       | %    | #       | %    | #       | %    | #          | %    |
| Business                  | 102     | 13%  | 109     | 13%  | 109     | 13%  | 92      | 10%  | 107     | 12%  | 61         | 8%   |
| Non-Resident - Individual | 406     | 53%  | 475     | 55%  | 465     | 54%  | 502     | 56%  | 499     | 56%  | 462        | 60%  |
| Non-Resident - Dual       | 175     | 23%  | 194     | 23%  | 209     | 24%  | 220     | 24%  | 222     | 25%  | 195        | 25%  |
| Non-Resident - Family     | 77      | 10%  | 78      | 9%   | 85      | 10%  | 84      | 9%   | 59      | 7%   | 55         | 7%   |
| Total                     | 760     | 100% | 856     | 100% | 868     | 100% | 898     | 100% | 887     | 100% | 773        | 100% |

|                      | CY 2014 |  | CY 2015 |  | CY 2016 |  | CY 2017 |  | CY 2018 |  | CY May 2019 |  |
|----------------------|---------|--|---------|--|---------|--|---------|--|---------|--|-------------|--|
| RESIDENT MEMBERSHIPS | #       |  | #       |  | #       |  | #       |  | #       |  | #           |  |
| Resident             | 1,733   |  | 2,090   |  | 1,874   |  | 1,898   |  | 1,744   |  | 1,009       |  |

|                 | SALES         |         | SALES        |         |            |
|-----------------|---------------|---------|--------------|---------|------------|
| REVENUES        | YTD - 6/25/18 |         | YTD -6/25/19 |         | DIFFERENCE |
| Greens Fee      | \$192,223     | 44.39%  | \$196,629    | 45.41%  | \$4,406    |
| Cart Fee        | \$57,094      | 13.19%  | \$43,665     | 10.08%  | (\$13,429) |
| Food & Beverage | \$16,277      | 3.76%   | \$15,195     | 3.51%   | (\$1,082)  |
| Memberships     | \$153,270     | 35.40%  | \$161,495    | 37.30%  | \$8,225    |
| Beer            | \$12,998      | 3.00%   | \$15,204     | 3.51%   | \$2,206    |
| Wine            | \$1,153       | 0.27%   | \$797        | 0.18%   | (\$356)    |
| Total           | \$433,014     | 100.00% | \$432,985    | 100.00% | (\$29)     |

# CRAIN'S DETROIT BUSINESS

June 23, 2019 12:05 AM

## As PGA returns to Detroit, Michigan golf business is in a fragile state

Course closings, declining participation bedevil an industry that made Michigan a golf mecca

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### MICHIGAN GOLF BY THE NUMBERS

- \$4.2 billion annual economic impact
- 60,000 people employed in the industry
- \$1.4 billion in wages paid to course workers each year
- \$118 million in charity donations annually from golf events

- 500,000 regular players
  - 127,500 acres of professional-managed green space
- Source: National Golf Foundation and state of Michigan

The golf business has never been easy in Michigan, where the golf season lasts five or six months in a good year.

Still, the state established itself as a mecca for the game, a status threatened in the past decade by a decline in the sport's popularity and a spate of golf course closings.

There are signs of new life, though. Tiger Woods won the Masters. The Rocket Mortgage Classic will be played this week, the first PGA tour event ever in Detroit. People are excited about the game, and industry leaders are looking at ways to keep the energy going.

It has been a mixed bag for those in the business who hung on through the last recession. Some course owners are enjoying record years, while others are going under.

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#### ROCKET MORTGAGE CLASSIC

[Complete coverage of the first PGA Tour tournament in Detroit](#)

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## The two sides of Michigan golf

This season will likely be the last for Lilac Golf Course, a once-thriving track in Monroe County that opened in 1960.

In the past three years, heavy spring rains have caused flooding and unruly rough at the 18-hole course, while revenue has gone dry and co-owner William Thorne, 54, watches the bills pile up. If he doesn't sell the 147-acre property by December, it will go back to the bank.

Thorne and his brother Daniel bought the course 13 years ago for just over \$1 million in a short sale. The previous owner couldn't keep it going, and the pair stepped in to be the saviors.





Courtesy photo

William Thorne, co-owner of Lilac Golf Course in Monroe County, which will likely close at the end of the season after several years of losing money.

It was profitable for a while. In fact, it did well enough to help fund the purchase of the nearby Old Town Golf and Sportland, which includes a Par 3 course, driving range, miniature golf and batting cages. While it does better than a traditional golf course, they are still trying to sell that business as well.

This year is pacing to be Lilac's worst by far — at least \$100,000 down from a dismal 2018. The course opened for the season just a few weeks ago after Thorne, who handles groundskeeping mostly by himself these days, finally got the grass short enough for play.

He developed a love for the game from his father, who he helped to build another course in town 40 years ago — Thorne Hills — whose future is also in jeopardy. Exiting the golf businesses is a painful last resort.



"Land developer — that's the only hope I have to sell Lilac, I think," Thorne said. "Nobody wants to touch a golf course."

At the opposite end of the state, the golf business has never been better for Boyne Falls-based Boyne Resorts, despite the rain. Golf revenue grew 7 percent year-over-year in 2018 to a company high, and it just bought another course in Maine last month, said Bernie Friedrich, senior vice president of golf operations for the resort. The previous three years each set records, and Friedrichs hopes for another jump this year.

"Golf is doing well for us," he said. "We had a terrible spring this year, so we're behind pace a little bit. We hope to catch up. We're bullish on golf — we think it's growing," Friedrichs said.

The plight of the Thorne brothers and healthy business at Boyne draw contrasting images of golf's future in Michigan. As far as failing courses go, the Thornes are in plentiful company.

Michigan became a destination for golf when its popularity peaked in tandem with the rise of Tiger Woods in the late 1990s. By the turn of the century, Michigan had at least 1,000 courses. There are now 830, according to the Michigan Golf Course Association, with further decline likely, experts say.

That's because there are still too many courses and fewer people playing today than during golf's heyday from the late 1980s to late 2000s. During that period, the number of golfers in the U.S. grew 50 percent to 30 million. That number has steadily declined this decade.

Millennials — often blamed for the demise of traditions ranging from bowling to brick-and-mortar retail — are also being charged with killing golf. As they turn to unique, experiential activities for leisure, the sport of so many of their fathers and grandfathers is falling out of favor.

But, as Boyne and other course managers indicate, golf is far from dead — many even consider the sport's contraction to just be necessary growing pains.

Golf has a massive economic impact in Michigan, but it has slipped. The state estimates it to be a \$4.2 billion-a-year industry, down from \$4.6 billion a decade ago. Michigan is home to 500,000 regular players and 60,000 golf course workers.

There have been some bright spots suggesting the sport's decline could be reversing. Total rounds played in Michigan are up 9.2 percent from the same time last year, even with the rain, according to the National Golf Foundation. Spring rounds have generally been down the past few years. Last spring was one of the wettest on record, the foundation said.

## GOLF COURSES IN MICHIGAN

- Michigan has 830 golf courses, the fourth-most in the country.
- 650 are public, which is the most in the country.
- More than 170 courses have closed since early 2000s.
- Last significant course to open in the state, the Loop at Forest Dunes Golf Club near Roscommon, opened in 2016.
- 10 courses in Michigan are ranked in the top 100 public courses in the country.
- Threetops at Treetops Resort in Gaylord is the top-ranked Par 3 golf course in the country.

Sources: Michigan Golf Course Association and Golf Digest

The Rocket Mortgage Classic has sparked new excitement for the game while luring large sponsors, bolstering play in the area and increasing participation in nonprofits such as First Tee of Greater Detroit and Midnight Golf.

And, while millennials are complaining, leaders of the game are listening. Nationally, the United States Golf Association instituted new rules this year designed to speed up the game. Local courses are coming up with ways to make golf more accessible and enjoyable to the public.

At Chandler Park Golf Course in Detroit, for example, crews have set up tees 150 yards out for every hole to make the game quicker and less intimidating. A developer in Sterling Heights is planning to bring Maple Lane Golf Club back to "new glory" with a nine-hole, lighted practice course to complement a new championship course and 810 housing units planned there. Meanwhile, TopGolf — the glitzy, new driving range meets bar and restaurant made for millennials in Auburn Hills — is "exceeding expectations" in terms of number of customers, according to the company.

That's all to say that the game is not going away, but it is changing.

"Closings have slowed because we've had a pretty good weeding out," Dave Richards, owner of Bloomfield Hills-based Resort & Golf Marketing, said. "It's been a slow build in confidence in the economy, and people are getting back to doing things they were used to doing all the time."

### Who survives oversaturation

The number of courses in Michigan grew at a faster clip than nearly any other state since 1986 when there were just 572 golf facilities in the state.

Developers raced to build resorts up north and new courses in gated communities in the outer suburbs. While generational trends have turned formerly prosperous golf courses into

overgrown green space or shopping centers and subdivisions, Michigan still ranks fourth in the nation for total number of courses and first for public courses with 650.

There are around 15,000 golf courses in the country, down 5.6 percent from 2006, according to the National Golf Foundation. More than 4,000 new golf facilities opened from 1986 to 2005. Now, post-recession, around 150 courses will close per year until supply and demand balance out, experts predict.

Closures are not necessarily a bad thing for the game, though, said Kevin Frisch, a 25-year veteran of the golf industry and specialist in golf and resort public relations and marketing.

"While some golf courses may be closing due to operational reasons, a lot of it is for better use of the land — a natural business evolution," Frisch said.

Take Maple Lane. Auburn Hills-based developer Moceris Cos. bought it in 2015 from the Roehl family, who owned it for 90 years.

The 293-acre property is home to 54 run-of-the-mill holes of golf in the middle of a dense neighborhood. Moceris plans to redevelop the land into 810 luxury housing units as part of a \$1.2 billion investment into senior living communities throughout metro Detroit. The company plans to keep and improve 18 holes for a championship course as well as lighted practice facility. Work is anticipated to start after the 2020 golf season and be done by 2022-23, said Dominic Moceris, partner of Moceris Cos.

"It's something we're gonna bring to new glory and bring to where people live," he said.



Kurt Nagl/Crain's Detroit Business

Golfers finish up a round at Glacier Club golf course in Washington Township, where developers have packed in hundreds of houses and are finishing up several more.

Courses throughout metro Detroit continue to be targeted for development. New homes and construction line the fairways at Glacier Club in Macomb County's Washington Township, where hundreds of new residential units have been built by Bloomfield Hills-based Pinnacle Homes of Michigan LLC. In Wayne County, there are discussions involving Pennsylvania-based home builder Toll Bros. to build 170 townhouses at The Inn at St. John's in Plymouth, reducing the 27-hole course to 18 holes, although the plans have been put on hold. Oakland County has seen similar activity, with new housing communities cropping up in fast-growing places like South Lyon, around some of the area's best golf courses, such as Tanglewood, Cattails and Moose Ridge.

Rather than bulldoze the greens for more homes, developers are marketing the courses as a key amenity for the communities.

## Management makes the difference

Like virtually any other retail business, the location of a golf course is a big factor in its success. Healthy courses are either in high-density areas, such as the case with Maple Lane, or are a destination, such as Boyne properties. The next most important factor is management, Richards said. Prospects for course owners are "totally based on management practices."

"The well-run ones are looking really good, minus the spring weather," he said. "And going forward, you're gonna see more bad ones close."

Also like other retail businesses, many courses that are strong today invested in technology years ago. More than GPS-installed golf carts and range finders, digital reservations have changed the way players interact with courses.

For courses without their own booking system, there is a glut of third-party reservation services selling discounted golf, with platforms such as GolfNow and TeeOff leading the way. Courses contract with tee time providers and offer lower prices to stay competitive — a big mistake in most cases, Richards said.

Boyne was a pioneer in dynamic pricing, building out its own reservation system more than a decade ago. Booking is done online. Rounds cost more on high-demand days and less during the off-season.

"Selling cheap golf is not the way to make money," Richards said. "Boyne took the opposite approach, and they basically rebuilt their whole website based on availability."

Friedrich said Boyne has about 75 percent of its total rounds for the season booked before April 1.

"That gives us a real leg up with having people commit to us to play," he said.

### **Fate of municipal golf**

Municipal golf courses are among those most vulnerable to the weeding out, Richards said. While municipal golf is widely considered to be a good entry point for players, some experts contend that it has been a drag on the game.

During the golf construction boom, architects and builders aggressively courted local officials and convinced them that golf courses were a necessary community asset. A significant number of the state's public courses are owned by cities and counties.

An abundance of municipal courses has worsened the state's oversupply and created unfair competition for private owners by offering cheap rounds, Richards said. Even though

discounting rounds is not a viable business practice, municipal courses get away with it because operations are often subsidized by taxpayer revenue.

Tight budgets have increased scrutiny over recreational spending, and people are seeing that municipal golf is often a money loser. Still, communities are reluctant to let go.

Wayne County Executive Warren Evans had advocated selling Warren Valley Golf Course to developers, arguing that it would replace an insolvent business with badly needed property tax revenue. Following public outcry, the course was sold to the city of Dearborn Heights last year and will remain a golf course.

Detroit has considered abandoning golf for years due to losing money on its courses. In 2007, it sold Rogell Golf Course, which closed a few years later, and it also closed Palmer Park, across from Detroit Golf Club, a couple of years ago. Last year, it signaled a commitment to its three remaining courses with \$2.5 million in improvements.

Detroit's course revenue so far this year totals \$270,382, up about 12 percent from the same time last year, according to Brad Dick, general services director for the city. Rounds played total 10,570, up 11 percent from the year before.

"What I'm seeing is positive in terms of interest in the game — women, kids," said Karen Peek, director of operations for Detroit's courses. "I'm seeing kind of that renewed spirit in the game."

## **Growing the game**

That new energy is getting a boost from the Rocket Mortgage Classic and comeback of Tiger Woods, Peek said. Even though Woods likely will not play in Detroit, tournament organizers say tickets have sold more quickly than expected, with Saturday grounds passes sold out and corporate hospitality areas virtually sold out as well.

"I think the fact that Detroit is hosting a PGA event for the first time, I think there's a buzz, an undercurrent of interest," Peek said.

Participation in the First Tee of Greater Detroit's spring classes is up 50 percent to more than 250, said Paula Love, executive director of the nonprofit. The organization offers free lessons to children in Oakland, Macomb and Wayne counties, with a focus on Detroit youth.

The tournament has also been good to its host.

"There's no question that just as this tournament is raising the visibility of this city and what's going on, it's raising our visibility as well," Andy Glassberg, president of Detroit Golf Club, told

Crain's last month. "Our membership had been growing before, and I think the pace of that has picked up quite a bit."

For golf's momentum to continue in Michigan, and for courses to survive, more must be done to attract younger, diverse players. Peek, a former pro golfer who was the first black member of the Michigan LPGA, said that's no easy task for an expensive sport often perceived as stuffy and elitist.

"One of the things that needs to be done is communication," she said. "It's not that programs don't exist, it's that people who could really, really benefit from the programs don't know they exist. Why not go into the schools and recreation centers? This is how you get young kids, black kids, Latino kids into the game."

More players mean more demand to sustain Michigan's golf industry and its status as a mecca for the sport. Jada Paisley, director of the Michigan Golf Course Association, said demand is growing, and it's being led by women and kids.

Public and private courses alike are rolling out programs to lure young people, from the Detroit Golf Club offering membership discounts to junior golfers, to the Golf Association of Michigan offering kids \$5 rounds at dozens of area courses through the national Youth on Course program.

"The golf industry recognizes that if we get children into the game, most likely the rest of the family will follow," Paisley said.

Inline Play

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