

# Centennial Park 2022 Review



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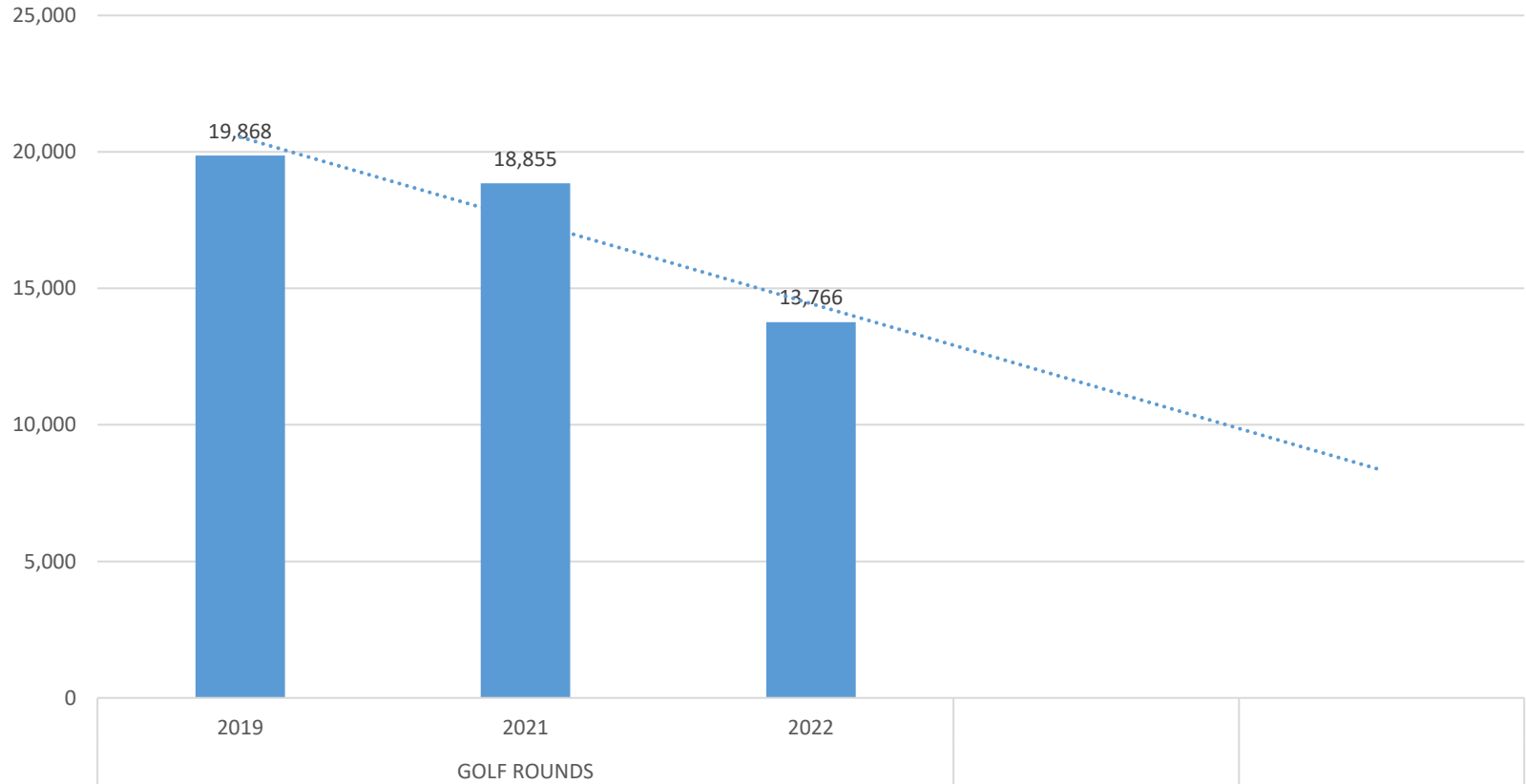


# GOLF

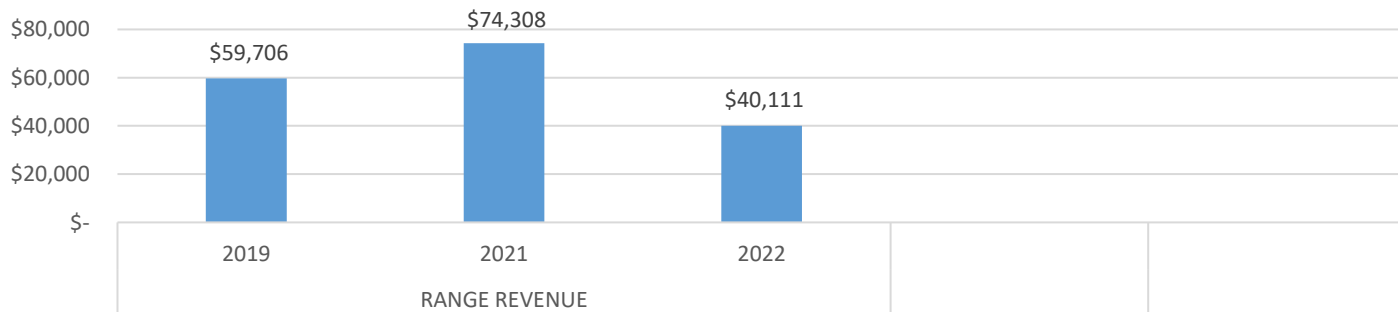
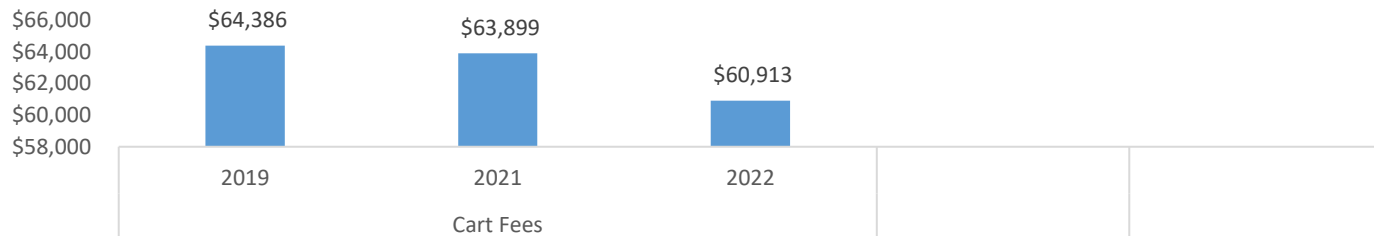
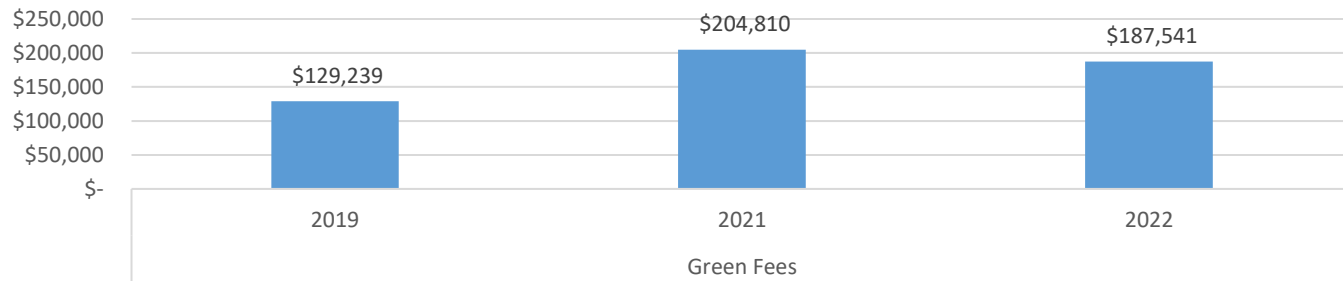


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# ROUNDS OF GOLF



# GOLF REVENUE



# OBSERVATIONS

- Centennial Park experienced a decline in golf rounds, golf and driving range revenue this season due to several factors.
- The data excluded the 2020 year in an effort to provide a more apples to apples comparison of how 2022 compared to the pre pandemic 2019 year. The comparisons show that golf green fee revenue surpassed 2019 amid increased public play while cart fee were consistent while driving range usage declined.
- Paying to Park played a factor, despite the fees being waved for customers of the course, patrons viewed the process of coming to the pro shop to verify parking as an inconvenience.
- The majority of our woman golfers were lost due to no actual restroom for the ladies.
- There was a total of 82 memberships sold in 2022, a decrease from 2021 memberships of 102. An aging membership was a key factor, with the combinations deaths and women members choosing not to comeback due to a lack of bathrooms contributed to the decline in members.



# COMMUNITY ENGAGEMENT

- Late in the summer, Centennial Park was chosen to host its very first Under Armour Kids Golf Tournament. The event was a huge success attracting over 50 participants from various age groups.
- Indigo sports also gave back to the community by providing free golf and range balls for all town employees.(140 rounds). \$3,500 for golf and \$800 for the range.





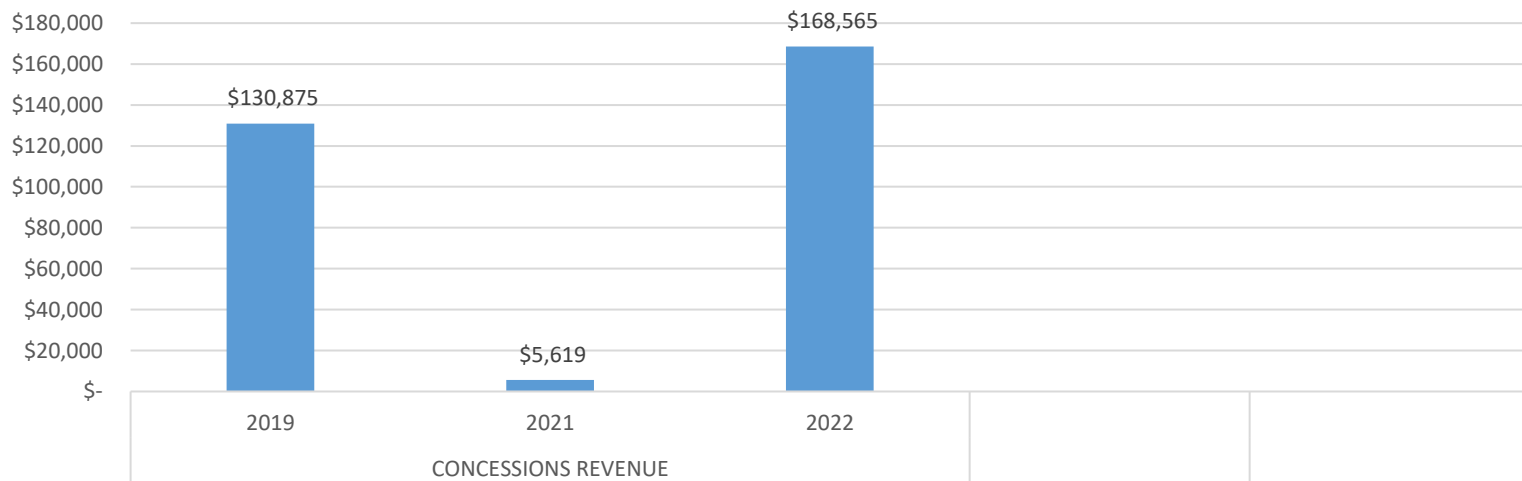
Concessions



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# CONCESSIONS RECAP

- The concession stand experienced a major increase in revenue in 2022. The data excluded the 2020 year in an effort to provide a more apples to apples comparison of how 2022 compared to the pre pandemic 2019 year.
- Attendance at the pool and ball fields spiked in 2022, back to levels seen in 2019.
- A revamped menu offering chicken wings and French fries, which sold out fast was a major hit. The spike in concessions demand did not come without some issues. Supply chain issues with chicken as well as ice cream, limited our ability to order enough from our suppliers, Sysco and Hersey's.





# AGRONOMY



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# COURSE CONDITIONS

Overall, the golf course was in great shape most of the year. A big issue in 2022, was below normal rainfall. In the years 2019 to 2021, Centennial averaged 39.9 inches of rain. 2022 gave us 25.65 inches. The result is more watering through the irrigation system. We had a well-trained crew that did a great job in hand watering to keep the greens healthy.

Maintaining the golf course became more expensive than expected in 2022. Fuel prices, both gas and diesel, increased about \$1.25 per gallon. This translates into about \$3,000 increased cost. Fertilizer prices were up 20%, fungicides up 15% and seed prices up 72%. The biggest cost increase came in labor. Seasonal labor increased 30%. Even at \$13/hour, we have trouble attracting good help. Many of my vendors are now adding a delivery charge. This can be from \$30 to \$120 per delivery.

I was lucky to have a great crew. An experience crew makes everything run smoothly. We had mix of college kids and retired workers.



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# COURSE PHOTOGRAPHY

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# CAPITAL ACQUISITIONS

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- New irrigation boxes. The last 5 of 9 irrigation boxes were replaced along with the original computer. The old boxes are becoming obsolete, and parts are scarce. The new computer allows the superintendent to run the system from his cell phone.
- The second purchase was a Lastec mower, replacing the original machine from 2008.



# AUDUBON COOPERATIVE SANCTUARY PROGRAM

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- On the course, the superintendent has been working to get Centennial Park Golf Course certified with the Audubon Cooperative Sanctuary Program. The 6 main areas are Environmental Planning, Wildlife and Habitat Management, Chemical Use Reduction and Safety, Water Conservation, Water Quality Management, and Outreach and Education.
- This a Dickcissel. We have a local birder that comes by on a regular basis to create a bird inventory.
- This a monarch butterfly. We skipped mowing sections of milkweed so they can feed on it.
- This is a common site on the golf course.



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Q&A



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