



ENTERPRISE COMMITTEE MEETING
Monday, October 24, 2022; 3:30 p.m.
Fargo Park District Board Room
701 Main Avenue, Fargo

Board Committee Members:
Vicki Dawson & Aaron Hill

AGENDA

1. Update on Courts Plus Community Fitness; Kelly Kisell, presenter.
2. Update on Golf Season; Golf Pros and Golf Course Superintendents; presenters.
3. Update on Concessions; Chad Pfau, presenter.
4. Update on Lindenwood Campground; Carolyn Boutain and Kevin Boe, presenters.
5. Other

Next Fargo Park Board Meeting: November 15, 2022; 5:30 p.m.



MEMORANDUM

DATE: October 17, 2022

TO: Enterprise Committee Members

FROM: Kelly Kisell, Club Manager

RE: Agenda Item No. 1 – Update on Courts Plus Community Fitness

1) Membership

2) Programming

- a. Tennis
- b. Group Exercise
- c. Youth Programs
- d. Rentals

3) Projects

- a. Racquetball Lights
- b. Hot Tub
- c. Siding
- d. Ramp next to the track

If you have any questions, please contact me before the meeting.

Thank you.



MEMORANDUM

DATE: October 17, 2022

TO: Enterprise Committee Members

FROM: Carolyn Boutain, Enterprise Director

RE: Agenda Item No. 2 – Update on Golf Season

The Fargo Park District has had another great golf season. We will be reviewing the season at the meeting. The following items will be included in the discussion.

- 1) Course Reports:
 - a. Edgewood and El Zagal
 - b. Rose Creek and Prairiewood
 - c. Osgood
 - d. Season Pass Sales
- 2) Construction Projects
- 3) Summary of the Golf Marketing Survey
- 4) Updates on Hiring for Open Positions

If you have any questions, please contact me prior to the Committee the meeting.

Thank you.

2022 Golf Survey Results

Survey Results

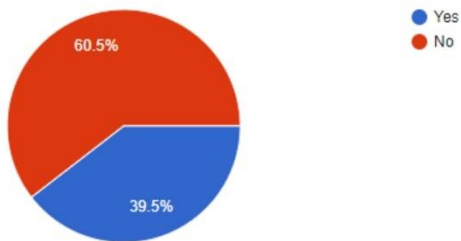
- 1 initial email and 2 reminder emails sent to 15,133 people
- Posted 2 separate times on each of the 5 course Facebook pages

1,447 responses (10% response rate)

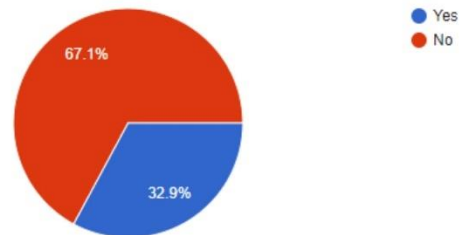


Survey Results: Pass Holders

2022 - Were you a pass holder?

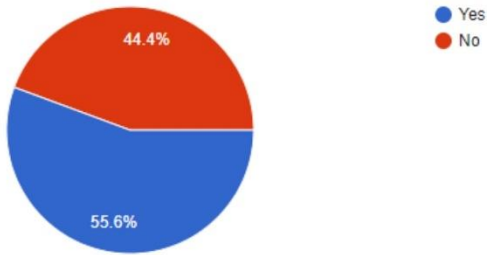


2021 - Were you a pass holder?



Survey Results: Pass Purchases

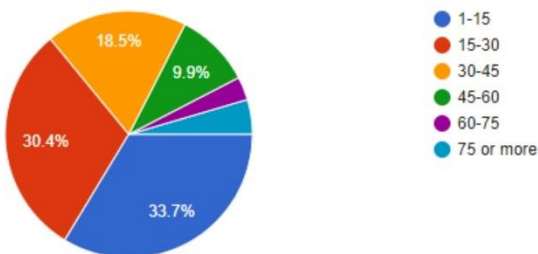
Will you purchase a 2023 season pass?



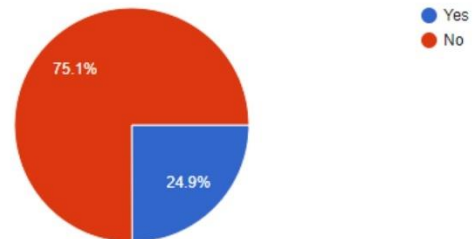
We do not have this data from 2021 survey

Additional Survey Results

How many times have you played this year?

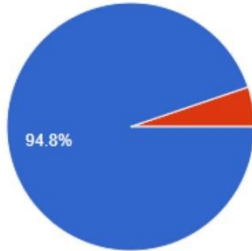


Did you participate in a league?



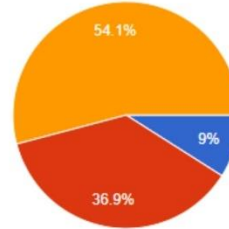
Additional Survey Results

Do you play golf in the fall?



● Yes
● No

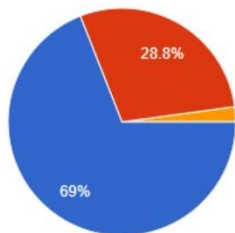
Did you watch or listen to Muni Misfits?



● Yes
● No
● Didn't know the videos existed

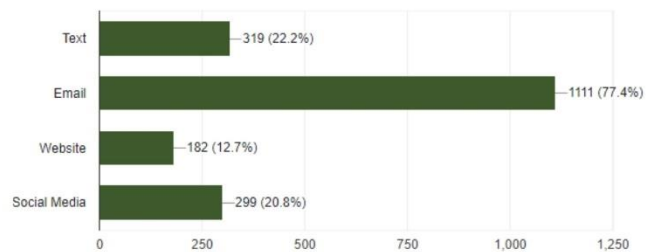
Additional Survey Results

Did you receive enough communication?



● Yes - perfect amount
● Not enough
● Too many updates

What form of communication do you prefer?



Survey Results Open Ended

"Is there anything else you'd like to share?" - 616 responses

Positive

1. Course Conditions
2. Staff
3. Variety in courses/difficulties
4. Events/Leagues
5. Communication and Marketing

Opportunities

1. Overcrowding/Access
2. Course Conditions/Facilities
3. Cost
4. Additional Pass Options
5. Communications and Marketing

Positive (in order of most comments to least):

1. Course conditions:

- a. "Well kept courses"
- b. "Courses are in nice condition"
- c. "Courses are well-maintained"
- d. "Courses looked great this year!"

2. Staff

- a. "Fargo pros are the best! Great staff!"
- b. "Every staff member I have encountered on every course has been fantastic."
- c. "The staff is quite friendly"
- d. "The staff from top to bottom are first class. Thanks for being great people."

3. Variety in Courses

- a. "Fantastic courses with a variety of difficulties for all levels of golfers"
- b. "Variety of golf for all levels is phenomenal"
- c. "We are so lucky to live in a community where we have so many options to play."

4. Events/Leagues

- a. Osgood couples night was so much fun
- b. Edgewood Men's league has been a really awesome time

5. Communications/Marketing

- a. The ease of booking tee times online is fantastic
- b. The communication about course conditions was superb

Opportunities (in order of most comments to least):

1. Course Overcrowding/Access:

- a. "I find it very hard to get any type of tee time unless you're booking a week in advance"
- b. "Tee times fill up far too quick"
- c. "I won't invest in a pass because it's too hard to get a tee time"
- d. "The courses are simply too busy to make a pass worth it."
- e. "There is a general feeling within the community that tee times are too tough to come by."
- f. "The pass just hasn't been worth it for me due to inability to get on the course"

2. Course Conditions/Facilities

- a. Would like to see a push from clubhouses reminding golfers to fix their divots
- b. If you go to any other course you get a nice electric cart with GPS and a well maintained course for the same price
- c. Prairiewood and El Zagal have a lot of divots due to players not fixing them
- d. Courses were in rough shape due to overplay
- e. Carts need upgrading

3. Cost

- a. Pass is overpriced for the amount of golf you get to play
- b. Won't buy pass due to high price and inability to get on course
- c. It's much too expensive for what you get
- d. Green fees are outrageous for less fortunate people
- e. Pass is much too expensive. I would rather spend my money on a course like Maple River where there is more tee time availability
- f. We would have to golf more than 40 times to make the cost worth it

4. Additional Pass Options

- a. Should think about a cart season pass
- b. Should have a punch card option for say 10 rounds of golf
- c. I wish you had other options for those of us who can't get out weekly
- d. Can you let season pass holders book tee times first? That could encourage pass sales

5. Communications/Marketing

- a. Website needs to be updated. Difficult to navigate
- b. I would like texts or emails on upcoming scramble tournaments



MEMORANDUM

DATE: October 12, 2022

TO: Enterprise Committee Members

FROM: Chad Pfau, Concessions Manager

RE: Agenda Item No. 3 – Update on Concessions

1. Spring and Summer Concessions Update
 - a. Concession data from 2022 with the modified season due to hiring constraints
 - b. Staffing update for end of 2022 into 2023

If you have any questions, please contact me prior to the Committee Meeting.

Thank you

Concessions May-September 2022

Ballfields opened 2-3 weeks later in 2022 due to field conditions.

North Complex was not opened in 2022 due to staffing.

<u>Ballfields</u>	<u>2021</u>	<u>2022</u>
Anderson	34,377.50	34,522.00
Davies	14,940.00	13,592.00
Mickelson	21,214.00	21,364.50
North Complex	(52,857.00)	n/a
<u>Theraldson</u>	<u>n/a</u>	<u>n/a</u>
Total	70,531.50	69,478.50

Island Park, North and South Pools used vending machines in 2022 due to staffing.

<u>Pool Concessions</u>	<u>2021</u>	<u>2022</u>
Davies	46,324.00	40,903.50
Island Park	15,666.00	62.74 (vending commission)
North	10,593.00	331.25 (vending commission)
South	13,652.00	258.32 (vending commission)

Top 4 Items

Hot dogs	3,192
Aquafina	3,111
Popcorn	2,162
Sundae Cone	2,810



MEMORANDUM

DATE: October 17, 2022

TO: Enterprise Committee Members

FROM: Carolyn Boutain, Enterprise Director & Kevin Boe, Recreation Director

RE: Agenda Item No. 4 - Update on Lindenwood Campground

Lindenwood Campground closed for the 2022 season October 15. Information regarding the season is attached. For 2023, the campground will be operated in the Recreation Department.

1. Lindenwood Season 2022
 - a. Campground
 - b. Bike and Kayak Rentals

2. 2023 plans for managing Lindenwood Campground

If you have any questions, please contact me prior to the Committee Meeting.

Thank You.

Lindenwood Campground YTD

2022	\$182,985.00
2021	\$186,454.00
2020	\$116,214.00
2019	\$189,353.00

Bike and Kayak Rentals

Lindenwood	May	June	July	August	September	Total
2022	\$3,515.00	\$10,222.00	\$14,301.50	\$13,916.00	\$5,847.00	\$47,801.50
2021	\$8,481.00	\$11,947.50	\$11,439.00	\$8,481.50	\$4,755.50	\$45,104.50
2020	\$4,311.00	\$10,896.00	\$12,524.00	\$12,175.00	\$346.00	\$40,252.00
2019	\$2,179.50	\$9,217.50	\$10,092.50	\$12,493.00	\$3,049.00	\$37,031.50

Bike Rentals

3,121

Kayak Rentals

300 (started renting July 21 due to flooding and high flow rates)