

## Questions Submitted in Reference to Canyon Lake POA Golf RFP to Provide Golf Pro Services

### A. Canyon Lake POA General Questions

1. What are the top 3 reasons you are making a change in your golf operations direction?  
No decision has been made to change golf operations. The Board of Directors feels that it is in the best interest of the Association to send the contract out for a competitive bid to ensure that the Association was receiving the best economic deal possible and services.
2. As a “board” what are you looking for as far as the golf operations?  
The Board’s specifications are completely reflected in the RFP.
3. As a “board” what type of services are you interested in having the new golf professional perform?  
The Board’s specifications are completely reflected in the RFP.
4. What are your top 10 concerns with regard to all aspects of the golf operations?  
No priority list of concerns has been or will be established for this RFP.
5. Has there been a demographic study of the Canyon Lake Property Owners?  
The CLPOA has not conducted a demographic study however census data for the City of Lake is provided by the US Census Bureau and can be located at [www.factfinder.census.gov](http://www.factfinder.census.gov).
6. How likely is the course to be sold? How solvent is the POA?  
The course has no possibility of being sold and the CLPOA is in excellent financial position.
7. How long have these particular POA Board members been on the Board?  
The Board serves two year staggered terms. The following are the dates that the Board was elected.  
Chuck Newsom – President – May 2010  
David Johnston – Vice President – May 2007  
Paul Chenette – Secretary – May 2010  
Michelle Gordon – Treasurer – May 2009  
Steve Salazar – Director – May 2009
8. Can we get copies of the P/L statements for the past 5 years?  
Yes, please inquire directly with CFO as the profit and loss statements are available but do not directly relate to the revenue and expenditures for the Golf Pro and Pro Shop. The P/L contain CLPOA financial information only.
9. Is the Professional liable for any damages caused by member carts?  
No.
10. Does the Golf Course over seed?  
Yes the course over seeds the roughs in September and October. The fairways are NOT overseeded.

## **B. Rounds Played**

1. How many total rounds of golf are played annually?  
The course hosts approximately 30,000 to 35,000 rounds annually.
2. What is the total number of outside rounds played each year for the past 5 years?  
Since the course is a private course the outside rounds would all be hosted guest rounds or outside tournaments which are very few.  
2008 - 1,500  
2009 - 2,000
3. What is the total number of rounds played each year including members?  
2007 – 31,277  
2008 – 33,803  
2009 – 37,575
4. How many days in 2009/2010 was the golf course closed because of rain?  
The course was actually closed to play for approximately 5 days due to rain in the last season.
5. How many days is the course closed for over-seeding?  
The course will be closed from Sept 27, 2010 through October 14, 2010 or 18 days.
6. Is there a monthly breakdown of these play records?

Month	2006	2007	2008	2009
January	Not Available	2,368	1,962	3,185
February	Not Available	2,611	2,397	2,514
March	Not Available	3,315	3,104	3,394
April	Not Available	3,218	3,076	3,597
May	3,325	2,917	3,109	3,658
June	3,136	2,735	3,587	3,700
July	2,703	2,913	3,482	3,548
August	2,578	2,692	3,135	3,427
September	1,531	1,835	2,319	2,865
October	1,501	1,630	2,079	1,660
November	2,813	2,834	3,027	3,253
December	2,399	2,209	2,526	2,774
Total		31,277	33,803	37,575

7. Is there a possibility for growth in membership?  
The total CLPOA memberships of 4,800 lots or approximately 13,000 people have the ability to play on the course. In addition the CLPOA offers a limited number of outside membership (50) of which a majority are still available for purchase.
8. Is there a membership cap for overall membership or in each category?  
Only for outside non CLPOA members annual memberships which is limited to 50.

9. Can golfers walk the course? If so, what percent walk?  
Yes walking is permitted and the total number of walkers is less than 5% due to the topography of the course.

### C. Clubs / Clinics

1. How many Men's Club Members are there?  
There are currently 337 Men's Club Members.
2. How many Women's Club Members are there?  
There are currently 143 Women's Club Members.
3. How many Junior members are there?  
Unknown as there is no junior club; there are two other clubs that exist which include a Women's 9ers club of approximately 50 members and a Family Golf Club which has 150 members, 50 who are juniors.
4. How many Men's clinics are there?  
We do not currently have an official Men's clinic, however a limited number of small group targeted lessons are conducted throughout the year.
5. How many Women's clinics are there?  
We do not currently have an official Women's clinic, however a limited number of small group targeted lessons are conducted throughout the year.
6. How many Junior Clinics are currently being offered now?  
We currently have an official junior clinic the first week of August which approximately 250 to 350 juniors participate in. In addition there are also a limited of small group targeted lessons which are conducted throughout the year.

### D. Lessons

1. What has been the past revenue from lessons annually?  
Approximately \$5,000.00 per year.
2. How many teachers do you currently have?  
Currently there are two pros on staff, one Class A and one Class B.
3. How many total private lessons are given currently per month?  
Unknown at this time.
4. What are the current rates for ½ hour lessons and 1 hour lessons?  
\$35 per ½ hour session.
5. Is there a potential for more lessons?  
That would be dependent on the professional's ability to market and teach effectively.
6. Is the Pro allowed to bring in outside (non-member) lessons?  
Yes as the driving range is currently open to the public.

7. Can the Pro set his own lesson fees?  
Yes
8. What is the average spent per member.  
Unknown or data is not available at this time.

#### **E. Range**

1. What is the revenue generated from range ball sales annually?  
Approximately \$10,000 to \$12,000 per year.
2. What are the prices for range balls?  
Small Bucket 30 balls - \$3.00  
Large Bucket 60 balls - \$6.00  
Extra Large Bucket 90 balls - \$8.00
3. Is there a ball washer available for cleaning range balls?  
There is currently a machine in place, however it is owned by the current pro.
4. Who is responsible for the repair or replacement of the net at the driving range?  
The Canyon Lake POA.
5. Who owns the current ball range machine and equipment related to the retrieval of the balls?  
The equipment is owned by the current pro.
6. Is the range open to the public or just members and their guests?  
Open to the public.
7. Can a private tee box be built either on the left or right side at the back of the range and at whose expense?  
This would have to be approved by the Green Committee and or the Board of Directors and cost would have to be discussed.
8. Where are you currently purchasing your range balls?  
The CLPOA is not responsible for the purchase of range balls.
9. How many range balls are needed to fulfill the range needs?  
The current machine holds 10,000 balls and appears to fulfill the overall needs.
10. Is there a current annual / monthly membership for the practice facility?  
Not currently.
11. If so what is the current annual / monthly rate?  
Not Applicable.
12. How many memberships were sold in the previous year?  
Not Applicable.

13. What are the hours of operation currently and expected for the practice facility?  
The facility is open 30 minutes before play and will be expected to remain open until 1 hour before dusk.
14. What is the average spent per member.  
Unknown or data is not available at this time.

#### **F. Pro Shop**

1. What is the revenue generated from the pro shop sales annually?  
Approximately \$70,000 to \$90,000 per year.
2. What type of merchandise would you like to see in the Pro Shop?  
This would be up to the professional based on his observations and queries to the membership and clubs.
3. Must the existing inventory be purchased?  
This is not a requirement.
4. What are the hours of operation currently and expected for the golf shop?  
Currently it is 30 minutes before the first tee time and closing is an hour before dusk, however staff remains until all carts have been returned and the range has been picked and cleaned.
5. What is the square footage of the golf shop?  
Approximately 900 square feet.
6. What golf shop fixtures will remain with the golf shop if any?  
Counter Tops, POS system, computer system, printer, and credit card machine. All other fixtures are currently owned by the professional.
7. Is there a current POS system in place or will the applicant need to supply?  
There is currently one in place and the CLPOA is in the process of evaluating replacement systems at the CLPOA expense.
8. Is there a security system in place and will the applicant be responsible for the security monitoring of the golf shop?  
Yes there is an alarm system in place and the CLPOA and its contractor AlliedBarton are notified of any activity.
9. What is the average spent per member.  
Unknown or data is not available at this time.
10. What is the current mark up on merchandise in the golf shop? Soft goods and hard goods?  
The CLPOA does not set this or make recommendations in regards to mark ups. You may inquire with the current professional and if he wishes to share his marketing strategy with the applicants he may do so.

### **G. Golf Carts**

1. What is the revenue generated from the golf cart rental annually?  
Approximately \$30,000 to \$40,000 per year.
2. Who does the maintenance on golf carts currently, with regard to repairs or service?  
The golf professional is responsible for all maintenance and repairs and uses his vendor of choice.
3. Please define "New Carts" as required.  
New should be defined as replacement carts that are in attractive, useable and in presentable manner suitable for a private course.
4. Is it correct that the existing golf car fleet does not have to be purchased?  
That is correct.
5. Would records for the cart fleet maintenance and repairs be available?  
Yes and you would have to inquire with the current golf professional for those records.
6. What are the current golf cart rental rates?  
\$12.00 per golfer.
7. Is there a security system in place and will the applicant be responsible for the security monitoring of the golf cart storage area?  
Yes there is an alarm system in place and the CLPOA and its contractor AlliedBarton are notified of any activity.
8. Do members pay a trail fee for private carts? What is that fee?  
Yes they pay a \$5.00 private cart fee and the CLPOA retains that fee, in addition if the member is an annual member they have the option to pay \$165 annual trail fee, which the CLPOA also retains.

### **H. Tournaments / Guest Fees**

1. How many outside tournaments do you host per year?  
Approximately 10 per year.
2. What is the number of outside tournaments you would like to see per year? Are there any restrictions when an outside tournament can be offered?  
This is based on availability of the course and is open to discussion and approval by the Board of Directors.
3. What is the revenue generated from outside tournaments the last two years?  
Fiscal Year Ending April 30, 2010 - \$10,900  
Fiscal Year Ending April 30, 2009 - \$6,750
4. How many times in 2009/2010 there was a need to rent golf carts for tournaments to supplement the existing fleet?  
The current pro rented carts twice for outside tournaments.

5. How many carts were rented each time there was a tournament?  
The professional rented 8 and 10 carts for the two tournaments mentioned above.
6. What are the daily guest fees for golf? Weekdays ? Weekends?  
The fees are the same for members and guests and are \$35.00 Primetime, \$25.00 Twilight and \$15.00 Super twilight for 18 holes and \$20.00 Primetime and \$15.00 for Twilight 9 holes. As note there is no up charge for weekend play.
7. Was the rental fee for the golf carts passed on through the tournament fees?  
That is up to the current pro, however the CLPOA would support that practice.
8. Is there a limitation on the size, type, time availability and number of outside events that may be scheduled?  
This is based on availability of the course and is open to discussion and approval by the Board of Directors.
9. What were the previous two years guest fee sales by month?

Month	2008	2009
January	1,030	3,690
February	1,895	3,865
March	3,429	2,795
April	6,060	5,839
May	4,485	7,623
June	3,640	6,160
July	5,008	2,295
August	4,985	4,851
September	5,520	3,985
October	3,603	2,149
November	4,095	5,341
December	2,670	3,911
Total	46,420	52,504

10. Are there any events that will be hosted by the club benefiting the POA and its residents?  
Yes.

### **I. Employees**

1. How many total employees are on staff now and what are they paid?  
This is based on the current golf professionals need to comply with the current contract and would be up to the professional who is awarded the contract to comply with all of the provisions within the contract.
2. How many Marshall's are used each day and what are they paid?  
On average two marshals are used each day and are paid by the golf pro and pay is determined by golf pro.

3. What are the minimum required levels of staffing for Course Marshals?  
The minimum levels of staffing required would be the amount of marshals necessary to comply with the contract.
4. Does the club require a starter at anytime? If an outside starter is required then on what days does this happen?  
No, however a starter is currently used on the busiest days which are currently Friday, Sundays and an occasional Monday.
5. Please clarify PGA pro on property eight hours every day course is open to play.  
It is the expectation that a Class A or Class B professional will be at the course 8 hours per day every day the course is open.
6. Do the staff members of the selected PGA Professional have any type of club privileges?  
Per section 3.04 of the contract.

#### **J. Marketing**

1. Is there a current e-mail list of golfers and if so how many names are on this list?  
The men's and women's club compile e-mail lists which they may willing to give the golf professional access to. The clubs currently have approximately 500 members.
2. Is there a monthly newsletter currently being e-mailed to each golfer?  
The clubs currently put out a monthly bulletin and the Association has access to 6 pages of the Friday Flyer which is a weekly paper distributed to the Canyon Lake members.
3. Does the Pro have access to write articles in the club newsletter and e-mails?  
This would be up to the Men's and Women's club for the bulletin and e-mails. The CLPOA would encourage the golf professional to write articles for the Friday Flyer which the CLPOA would provide space for.
4. Can the Pro send out an e-mail newsletter to all members?  
Yes if the professional is provided access to the e-mail list as discussed in question 1 of this section.
5. Is the Pro allowed to use the course name and logo's to do outside advertising for the course, range and lessons?  
Yes.

#### **K. Insurance**

1. How much is spent currently on insurances? Please list out all insurance types and cost currently?  
This is paid for by the current professional and is not paid for by the CLPOA so we are unable to provide you with those costs. The CLPOA requirements can be found throughout the sample contract and in particular section 4.04 of the contract.

## **L. Miscellaneous**

1. Is there office space provided for the Head Pro now? If so where?  
There is an office space provided for the golf professional which currently is located in the lower level of the Country Club inside of the cart storage area.
2. Is office equipment included? Cash register, credit card processor, etc....  
Yes this is provided by the CLPOA for the golf professionals use.
3. What credit card charging system is being used in the pro shop for retail sales?  
We currently use a VX510 credit card machine which is processed by Heartland Payments Systems and provided for by the CLPOA.
4. Are there financial records available for review from the incumbent golf professional's business?  
Not Available at this time.
5. There is some speculation that current club events may include cash payouts, if true this would jeopardize the Amateur Status of the participants and the integrity of the club. Will the associate club's be willing to play for golf shop script?  
This issue could be discussed with the clubs.