



CITY OF CONCORD

Report to Mayor and City Council

DATE: December 2, 2021

TO: Mayor and City Council

FROM: Ad-Hoc Beaver Meadow Golf Course Clubhouse Committee
Brian G. LeBrun, Deputy City Manager - Finance

SUBJECT: Recommendation on clubhouse and parking facility

Recommendation

Accept this report and the committee's recommendation to the City Council to support building a new clubhouse facility, and to include space for the New Hampshire Golf Association as a tenant, and to completely replace the parking lots and surrounding site, in order to help Beaver Meadow continue to grow as a year round recreational facility for the next 50 years. The Committee also recommends that the City Manager include funding, in his proposed FY23 Capital Budget, for design of the new clubhouse facility and sitework. The Committee would like to maintain the Ad Hoc Committee status through the design phase of this project.

Background

In Fiscal Year 2019 the City Council approved \$100,000 in funding to renovate the bathrooms and replace some of the windows and doors in the Beaver Meadow Clubhouse. Once design and cost estimates were secured, the project cost was revised to approximately \$200,000. In FY 2020, the City Manager included another \$100,000 in the proposed capital budget. When the City Council deliberated this project, instead of approving the additional \$100,000 in funding, the Mayor established the Ad-Hoc Beaver Meadow Golf Course Clubhouse Committee (the Committee).

Discussion

The Committee has met several times, June 22, August 17, September 21 and December 2 to formulate a plan and recommendation to the City Council. At the kickoff meeting on June 22, Mayor Bouley encouraged the committee in making their recommendations, to look at the big and long-range picture, considering the needs of the golf course for the next 20-50 years.

While golf is the main activity and business, the City has worked to make the facility a year-round destination for a multitude of purposes. The committee discussed all aspects of operations that occur at Beaver Meadow and took into consideration, winter simulator operation, cross county skiing, snow shoeing, ice skating, restaurant operation, golf outings, Ward 3 elections and other types of events that may take place at Beaver Meadow. The committee also considered ongoing discussions with the New Hampshire Golf Association (NHGA) to locate their offices at Beaver Meadow, if a new facility is constructed.

The committee also considered the encumbrances on the course as a Land Water Conservation Fund grantee, and the additional measurements and approvals that will need to be secured for building a new facility and if the course will host the NHGA as a tenant.

On August 17, the committee visited Pease Golf Course in Newington and The Oaks in Somersworth. Both Pease and The Oaks have newer facilities. At these visits, the committee met with either the Director of Operations or Golf Pro and discussed the operation and facility. We learned what they liked and disliked about the facility and what they would do differently if they were to build again today.

It was clear during these visits that customer interaction, accommodation and experience are the most important aspects of the decisions that are made when considering a new facility. They encouraged the group to hire the right architect with golf and restaurant experience. Think through the layout of the building, entrance and exit points, parking, customer loading and unloading of golf clubs. Make sure the customer experience is the top priority. Additionally, what is the right customer flow as they enter the facility and access the pro shop to check in for golf or simulator rental, or if they are just visiting the restaurant. How will customers enjoy lunch on the patio or in the restaurant and have a clear view of the course? Have adequate restroom facilities for inside customers and separate, easily accessible restrooms for outside golfers, or winter activity customers? Have a separate restroom for kitchen staff? Give significant thought to adequate storage and the location of storage and trash disposal. Pease added additional space shortly after their facility was built to address these issues. How will the pro shop manage golfers checking in? What is the flow for customers going in and out of the shop? How will pro shop oversee driving range and cart movement? Should carts be cleaned and stored under the building or continue in the adjacent cart barn? What will the flow be for winter activity customers? How will the facility or tent rentals work for both golf outing events and non-golf outing events? What will the flow be for voters visiting for local, state and national elections? What are the parking needs? Consider the continued increased use of the site and possibly include a satellite library room and space for some complimentary recreation activities, and much more!

Based on the facility report prepared by HL Turner and for anyone just visiting the course, the Beaver Meadow parking lot, surrounding site and clubhouse building need some help. The

facility is old and at the very least needs considerable work to bring to code and ADA accessibility. The report concludes that current 2021 costs needed for the building and site (parking lot and surrounding pavement) is \$872,578 worth of work. Extended to the end of useful life of many items listed, the cost increases to \$913,658. Note that the end of useful life for the majority of items are 2021 – 2026.

The recommendation of the committee is to support a new facility, surrounding site, space to house the NHGA as a tenant, and incorporate the tent adjacent to the facility. Building a new facility will help Beaver Meadow continue to grow as a year-round facility over the next 50 years!