



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

FROM: David Gill, Parks and Recreation Director

DATE: March 31, 2017

SUBJECT: Beaver Meadow Golf Course Recommended Improvements

Background

On July 1, 2011, the Beaver Meadow Golf Course was brought under the direction of the new Parks and Recreation Department as part of a re-organization that combined the Parks, Cemetery Golf Course and Recreation. Since then Beaver Meadow has seen a transformation with improvements to the entire operation.

As part of the FY17 Budget the Mayor and City Council added a new goal for the Parks and Recreation Department, "Work with the Recreation Parks Advisory Committee and Beaver Meadow Golf Course Advisory Committee to create a 10-year master plan for Beaver Meadow Golf Course."

Discussion

Based on this new goal, the Golf Course Advisory and Recreation Parks Advisory Committee met several times this winter to develop recommendations; review old recommendations from past consultants; and review recent improvements. Both committees expressed appreciation for the improvements over the past several years however, recognized the need for more to be done. A list of improvements since the Parks and Recreation re-organization in 2011 are included at end of the report.

The joint committee also highlighted that the operation is now more than just golf. The function room hosts everything from golf outings, family parties, holiday parties and much more. The course continues to be the voting location for the city and with the improved outdoor winter opportunities with the ice skating pond and cross country skiing the operation is now truly a year round community destination.

Their recommendations are:

1. Needs of the golf course grounds are as first priority. Without well maintained course (fairways, buckers and greens) the entire operation will be negatively effected.

2. Replace existing parking lot and improve entrance area. The current parking lot is in terrible shape and needs to be improved to ensure safety. The committees felt the location of the current parking lot is ideal for future needs however they would like to see the number of parking spaces increased. New lot should include: increase in number of parking spaces by 15%; improved traffic flow and add landscaping and trees.
3. Irrigation Replacement. Within the next two years replace enter system. The average system should last between 25 and 30 years and Beaver Meadow system is now almost 50 years old. A new system will reduce the amount of water the course uses and will reduce the number of water breaks we are experiencing annually due to the age of the pipes.
4. Continue replacing maintenance equipment and on course projects as the fund allows and with annual review by the Golf Course Advisory Committee.
5. Continue to increase marketing of the course as a year round destination for the community. Work with the concessionaire to help attract more non golf events and non-golfers to their operation, especially during the indoor winter season (mid Oct – late April).
6. New clubhouse planning. The current club house was remodeled in the 1980's and needs to be replaced. As this time the committee members agree a new club house should have the following amenities: Pro Shop, larger kitchen, a large function room for seating up to 130 people, separate rooms for up to three simulators, improved outdoor patio and an area to have skate and cross country ski rentals. Understanding the complexity of a new building, the joint committee recommends the City hire a firm to design the new building.

Recommended Timeline:

Items #1, 4 and 5 should be ongoing on a yearly basis

Items #2 and #3 should be considered within the next two years.

Item #6 should be started within 5 years; a consultant should be brought in two years prior to construction beginning.

The Committees recommend that the Capital Improvement Plan for the Beaver Meadow Golf Course be updated to reflect these recommendations as best determined by the City Council.

Operation Changes and Improvements

Highlights of the improvements since the re-organization of the Parks and Recreation Department in 2011 (by golf season):

2012

- * Replaced tee signs on the entire course
- * Created new web site for course
- * Improved communication with golfers, staff and city administration
- * Added an Outing Appreciation Day
- * Included information on course operations in the Parks and Recreation Department seasonal brochures

2013

- * Built new pond (2/3 the size of White Park Pond) near 1st tee box to allow winter ice skating for community
- * Purchased a new top dresser to help improve aeration process
- * Budget cuts removed one full time maintenance employee and two seasonal employees from operation
We moved one employee for 12 weeks to General Fund understanding that many of the winter activities are not golf fund related
- * Moved Pro Shop Operation in house and hired new Head Golf Professional
- * Added new drainage on 14th and 16th fairways
- * Created partnership with Derryfield and Bethlehem Country Clubs
- * Joined the New England Golf Course Owners Association

2014

- * Negotiated a reciprocal agreement with Loudon County Club
- * Painted inside of clubhouse and active in re-model of main function room
- * Improved and repaved entrance area
- * First course in New Hampshire to offer FlingGolf to increase a new younger group to the course
- * Expanded drainage on 14th, 15th, 10th and 16th fairways
- * Added several new youth camps and lessons programs, t-shirts for all camp participants for marketing
- * Paved several cart paths
- * Updated and repaired heating/AC units in clubhouse
- * Seniors 90 years and older who are Concord/Penacook resident now receive free senior membership
- * Removed trees along 8th fairway to increase sunlight for fairway grass
- * Expanded the driving range to help improve ability to play
- * Added a range ball dispenser at driving range
- * First full season for online tee time booking on web site - 309 tee times booked online
- * Work began on culvert replacement on the double green area
- * Work began on new forward tee boxes on the 16th and 5th fairways

2015

- * Redesign of the course web site
- * Took part in the first New England Golf Expo held in New Hampshire
- * Hired a new Head Golf Professional
- * Work began on new forward tee on the 5th fairway

2016

- * Added two indoor golf simulators, main unit is currently the only year round golf simulator in area
- * With the addition of the simulators the Head Golf Professional become a year round employee
- * Added new electric cart fleet to the operation
- * Improved cart path around 6th Tee

2017 (As of March 31, 2017)

- * Entered into an agreement with First Tee of NH to help increase the number of youth programs
- * Added a PGA Jr. League
- * Updated software for Indoor Simulator to include several new courses