

VIERA EAST GOLF CLUB SITE REPORT

To: Scott Eberly, Golf Course Superintendent
Tim Melloh, General Manager

Date: May 4, 2020

INTRODUCTION



Pandemic. Quarantine. Lockdown. These are unprecedented circumstances! In what has been the most *unusual* of times, Viera has managed to continue its *usual* practices to maintain solid playing conditions for its members. Despite April's accumulation of 4" rain - including 3 rainout days (one of which included a sudden, violent storm complete with tornado warnings and sightings) - rounds have been steady as members relied on golf to distract from the constraints of quarantines and supply shortages. During this visit, the air temperature was 74°, soil 70° and humidity at a desert-like 35%. There were clear, blue and sunny skies during this site visit; and the golfers were loving the mild, dry weather.

TEES, FAIRWAYS, & ROUGHS

Tees



The teeing grounds have healthy looking turfgrass surfaces with properly maintained divot repair and tight, low mowing heights. The TifGrand Bermuda turfgrass on Hole #10 is performing well. On a walk down memory lane from a few years ago, this tee was the thinnest and weediest area of the course! Today, it is tight and clean. Soil tests taken recently revealed low pH levels on the teeing areas, and the Superintendent took quick action applying Dolomite Lime to increase the pH levels for the purpose of allowing the plant to uptake nutrients rather than sodium.

Fairways

The fairways are looking as good as usual with dense turfgrass, good color, and healthy conditions - all factors that provide ample ball roll off the tee for all playing abilities. Weeds are under control as the Superintendent continues to apply Specticle course-wide.



Roughs



Roughs look thick and healthy as seen in the photo of this green slope. Weed reduction applications of Specticle also being used in this area.

DETAIL WORK

Detail work is a category used to describe bunker maintenance, cart paths, tree wells, flowerbeds and the like. While only bunkers and cart paths are truly part of the playing surface, the detail work adds visual appeal.



The detail work around tree wells, landscape beds and cart paths continues to be well maintained. Specific bloom fertilizers have enhanced the color pop of flowers and palm trees giving golfers the "wow" effect on a daily basis!

Both the native and new Capillary bunkers are maintained, edged and raked with the same high standards in practice at Viera. Certainly, the crisp white sand in the new bunkers on Hole #18 have a more striking visual appeal; however, the native bunkers have been performing well during this past rainy month.



GREENS



As seen in these photos, the turfgrass on the greens is as healthy as ever! The close up photo shows density with upright leaf growth resulting from consistent grooming practices like top-dressing (where sand is brushed into the

surface), and verticutting. According to the USGA¹, verticutting (or vertical mowing as they call it) has several important components:

Vertical mowing is a maintenance practice periodically performed on greens to accomplish the following objectives:

- *Remove excessive leaf growth that contributes to puffy, spongy surface conditions.*
- *Improve mowing quality and surface smoothness.*
- *Cut laterally growing stolons and promote an upright growth habit.*
- *Open grooves in the turf canopy for the incorporation of sand topdressing.*
- *Dislodge and remove Poa annua seedheads*

The Superintendent's consistency with and commitment to his grooming practices (including the first of three scheduled aerifications starting this month) have ensured that golfers will have consistent ball roll on the greens, good speeds, and little to no weed pressure. Furthermore, soil tests taken recently revealed ideal pH and nutrient levels on the greens. Keep it up!

SUMMARY

With the global environment in chaos amidst an unprecedented pandemic and national lockdown restrictions leading to economic turmoil, it is impressive how the Management and Turf Maintenance teams have kept a steady and unwavering commitment to the quality of their conditions which, in turn, translates into a stable environment for both team members and golf club members alike. With the start of hurricane season less than one month away, golf members and the Viera East Community can rest assured their teams have everything under control.

Respectfully submitted,

/s/Thomas B. Trammell
Thomas B. Trammell, CGCS
TBT Turf Consulting, LLC

¹ usga.org

A. Is GolfNow/EZ Links worth subscribing to? How many rounds are booked through GolfNow/EZ Links? Is there a cheaper alternative to their software?

GolfNow/EZ Links produced the following rounds & revenue for 2018 & 2019

- 2018 – 8,169 rounds, \$234,567 revenue.
- 2019 – 8,088 rounds, \$239,922 revenue

In exchange for 3 tee time per day, GolfNow/EZ Links provides us with the following:

- Tee sheet network – manage and display golfer data and course tee times availability in multiple channels.
- Point of Sale software – to facilitate player transactions, manage inventory and produce reports.
- Web reservation engine – so players can book on line (dynamic pricing).
- Reservation call center – to book tee times by phone allow club staff to service on site customers.
- Marketing services – Website development and administration, promotional e-mail marketing, mobile phone application.
- 3 computer work stations
- Technical support.

B. Is the Associate Membership too generous?

VALUE

When you consistently provide value to your customers they will be attracted to do more business with you and refer you to others.

January 1, 2018 - March 31, 2020 (27-Months)

ASSOCIATE MEMBERSHIPS

<u>Daily Fee</u>	<u>Membership Fee</u>	<u>Total Fees</u>	<u>Total Rounds</u>	<u>\$ Per Round</u>
\$513,903	\$85,363	\$599,266	14,809	\$40.46
			***Includes Free Round	

PUBLIC

<u>Daily Fee</u>	<u>Membership Fee</u>	<u>Total Fees</u>	<u>Total Rounds</u>	<u>\$ Per Round</u>
\$1,836,574	\$0	\$1,836,574	55,181	\$33.28

CDD RESIDENTS

<u>Daily Fee</u>	<u>Membership Fee</u>	<u>Total Fees</u>	<u>Total Rounds</u>	<u>\$ Per Round</u>
\$613,618	\$0	\$613,618	20,072	\$30.57

PLATINUM & GOLD MEMBERS

<u>Daily Fee</u>	<u>Membership Fee</u>	<u>Total Fees</u>	<u>Total Rounds</u>	<u>\$ Per Round</u>
\$0	\$449,811	\$449,811	16,665	\$26.99

C. Are employee golf privileges too generous?

MOTIVATED EMPLOYEES ARE OUR GREATEST ASSET

Motivated employees are our greatest asset. Intangible value created by employees is what makes them our greatest asset. Providing outstanding customer service, enthusiasm for the facility and being great ambassadors of the club are just a few examples of the intangible value the employees provide to the Viera East Golf Club and CDD.

Most of the top companies view perks as a key indicator of employee satisfaction, production and retention. An example of perks provided by great companies are; free admission to Disney World (Walt Disney Co.) 401 (k) with matching (USAA, Bank of America) free flights and profit sharing (United/Continental) free food after every shift (In-n-Out Burgers) tuition reimbursement (Starbucks) on-site health club (Reebok) and on-site child care center (Yahoo).

The above list is provided as an example of the lengths that great companies will go to motivate and retain quality employees. Free golf on a space available basis is a very appropriate perk for the Viera East Golf Club and CDD to provide to its employees.

D. \$20-\$25 Cart Fee for free rounds

A free round of golf should be, well, free. When a round is presented as free and then you charge \$25 then the round really isn't free. Some courses use this practice as a way to deceive their customers. We don't wish to be deceitful in any of our marketing practices.

E. Documentation for comp rounds

<u>Description</u>	Qty	price
GOLF NOW WD - TRADE TIME	503	\$0
GOLF NOW WE - TRADE TIME	126	\$0
COMP - Charity/Promo FULL COMP	124	\$0
COMP - Staff	1561	\$0
COMP - Staff Guest 18	183	\$3,660
COMP - Staff Guest 9	2	\$27
COMP - Local PGA	137	\$0
COMP - PGA out of section	48	\$960
COMP - Associate Comp Round	741	\$0
COMP - Eastern Florida State College	34	\$0
EZlinks Prepaid Item	1846	\$0
TOTAL	5,305	\$4,647

We ask the charities requesting a round of golf for 4 players give us a request on their letterhead. We keep a log of the certificates that are issued and these rounds are restricted on the weekend to after 10am

Several comps are used for promotional/advertising purposes.

Several comps are used for service recovery situations.

REVENUE	FY-2019	FY-2018	FY-2017	FY-2016	FY-2015
Greens Fees/Cart Fees	\$1,269,343	\$1,283,346	\$1,175,024	\$883,957	\$964,006
Green Cards - Sales	\$0	\$0	\$0	\$0	\$54,368
Green Cards - Usage	\$0	\$0	\$0	(\$16,303)	(\$118,786)
Gift Card Sales	\$11,531	\$12,731	\$10,317	\$3,409	\$0
Gift Card Usage	(\$15,672)	(\$19,303)	(\$23,633)	(\$16,621)	\$0
Season Advance/Trail Fee	\$202,756	\$185,782	\$209,722	\$165,115	\$196,847
Associate Membership	\$36,498	\$34,918	\$26,890	\$11,489	\$0
Driving Range	\$64,639	\$76,279	\$70,712	\$55,101	\$42,060
Golf Lessons	\$2,100	\$2,100	\$2,145	\$9,170	\$9,413
Merchandise Sales	\$124,418	\$133,144	\$118,368	\$94,122	\$79,240
Lease - Rest.	\$23,048	\$23,108	\$10,201	(\$266)	\$0
Special Assessments	\$22,527	\$22,527	\$22,527	\$42,684	\$39,976
Misc. Income	\$23,473	\$15,320	\$9,126	\$11,606	\$15,022
TOTAL	\$1,764,661	\$1,769,952	\$1,631,399	\$1,243,463	\$1,282,146

Rounds Played						
	FY	FY	FY	FY	FY	FY
	2019	2018	2017	2016	2015	2014
	-	-	-	-	-	-
Paid Rounds	39,955	39,584	37,601	30,347	33,677	30,516
Members/ PrePay	7,150	6,699	8,416	6,378	8,532	10,110
Comp Rounds	5,691	6,251	6,692	5,243	Incl. In PD Rnds	Incl. In PD Rnds
Total Rounds Played	52,796	52,534	52,709	41,968	42,209	40,626

Viera East Golf Club
Club House Renovation
December 2019
By William Oakley
1-1-2020

After attending the first Bond meeting I addressed the audience at the end of the meeting and told them I heard what they had to say. At the second Bond meeting in November I addressed the audience and gave them my thoughts on the proposal. Again I told the people who attended the meeting I was listening and I did hear their comments.

This is a proposal I came up with in the first part of December 2019. At that time it was submitted to Tim Melloh, Jason Showe and the CDD attorney. Since we had pending court cases against the CDD, I was requested to wait to release this information.

I would like to submit this proposal for Board consideration. It will reduce the total bond significantly but would still give us some of the renovations needed at the clubhouse. I have drawn these plans with square footage to show the changes from the original architects' drawings. We would use the existing exterior walls to the building.

I would like to suggest to the board that the club house renovations on the bond cost be changed from the \$2,900,000 to \$1,000,000.

Thank you for considering this.

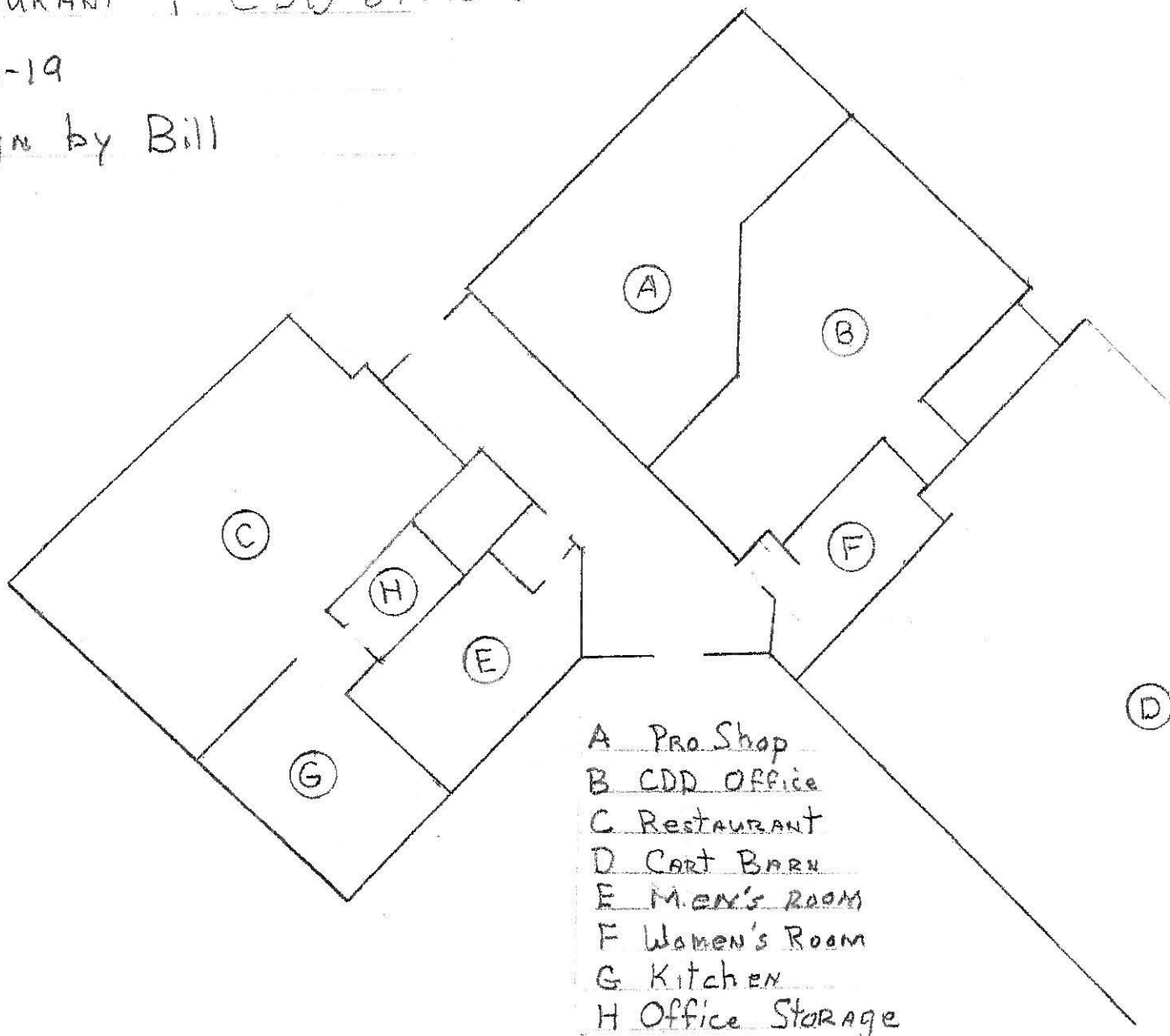
	Current sq. ft.	Proposed	Oakley Proposed		
<u>GOLF OPERATIONS</u>					
Golf Pro Shop	960	1,296	1000		
Shop storage	105	216	153		
Office - Golf Professional	112	120	115	1,632	21%
			1268		
<u>RESTROOMS</u>					
Men' Restroom	288	480			
Women's Restrooms	276	460		940	10%
<u>CDD Offices</u>					
Reception area	54	144	72		
File/copy room	42	128	76		
Conference room	n/a	320	300		
GM Office	140	204	192	796	10%
			640		
<u>F&B OPERATON</u>					
Kitchen	72	480			
Bar	133	216			
Bar Storage	n/a	96			
Liq. Storage	n/a	96			
Dining Room	1,434	1,434			
Private Dining Room	n/a	756			
Covered Dining (outside)	n/a	704			
F&B Mgr. Office	24	110			
Dish Room	72	182			
Dry Storage	34	182			
Walk-in cooler	n/a	132			
Walk-in freezer	n/a	132			
Janitor Closet	12	36		4,556	57%
TOTAL	3,758	7,924			

Golf Course Club House

Restaurant & CDD offices

12-30-19

Design by Bill



Design by Bill

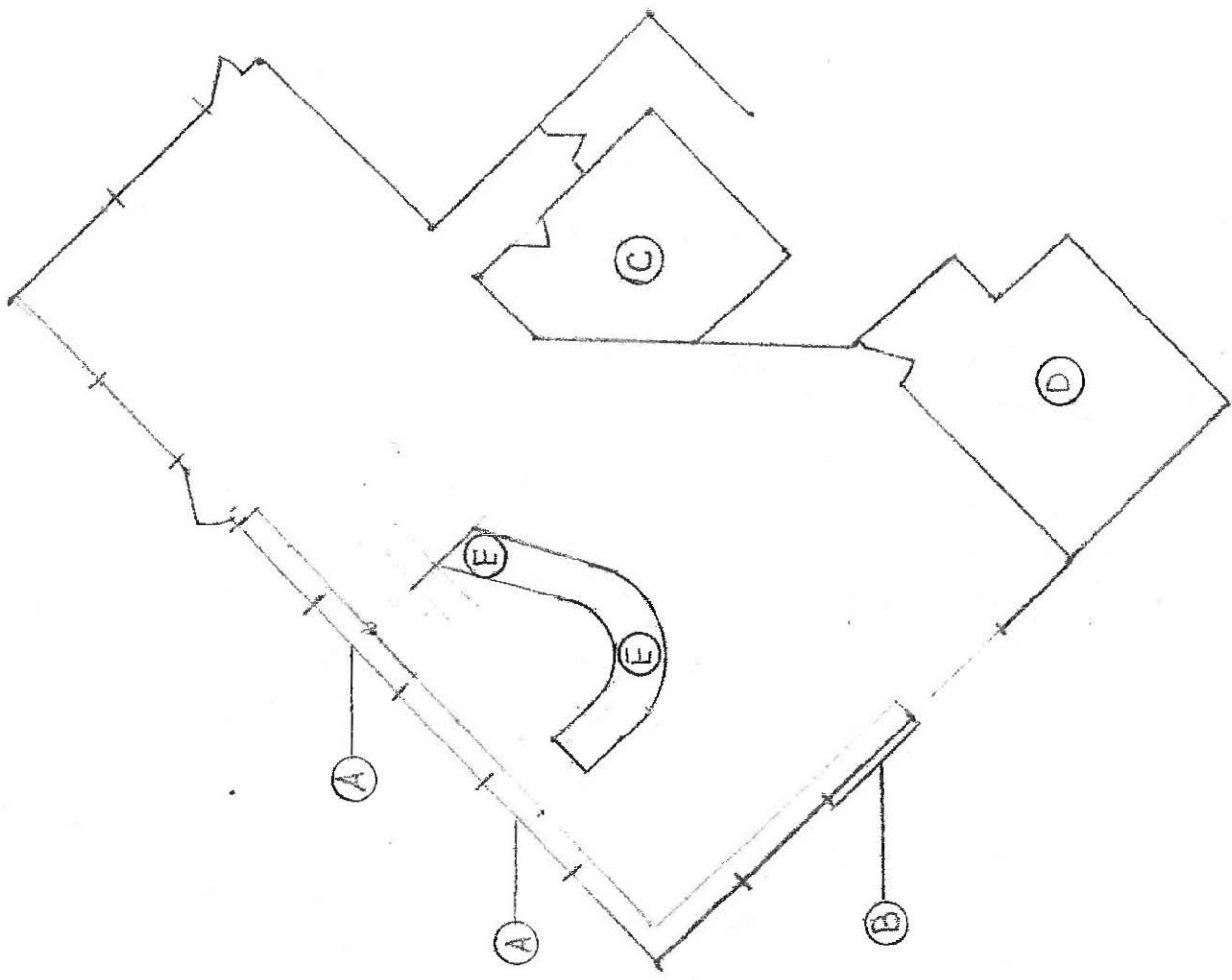
1-15-20

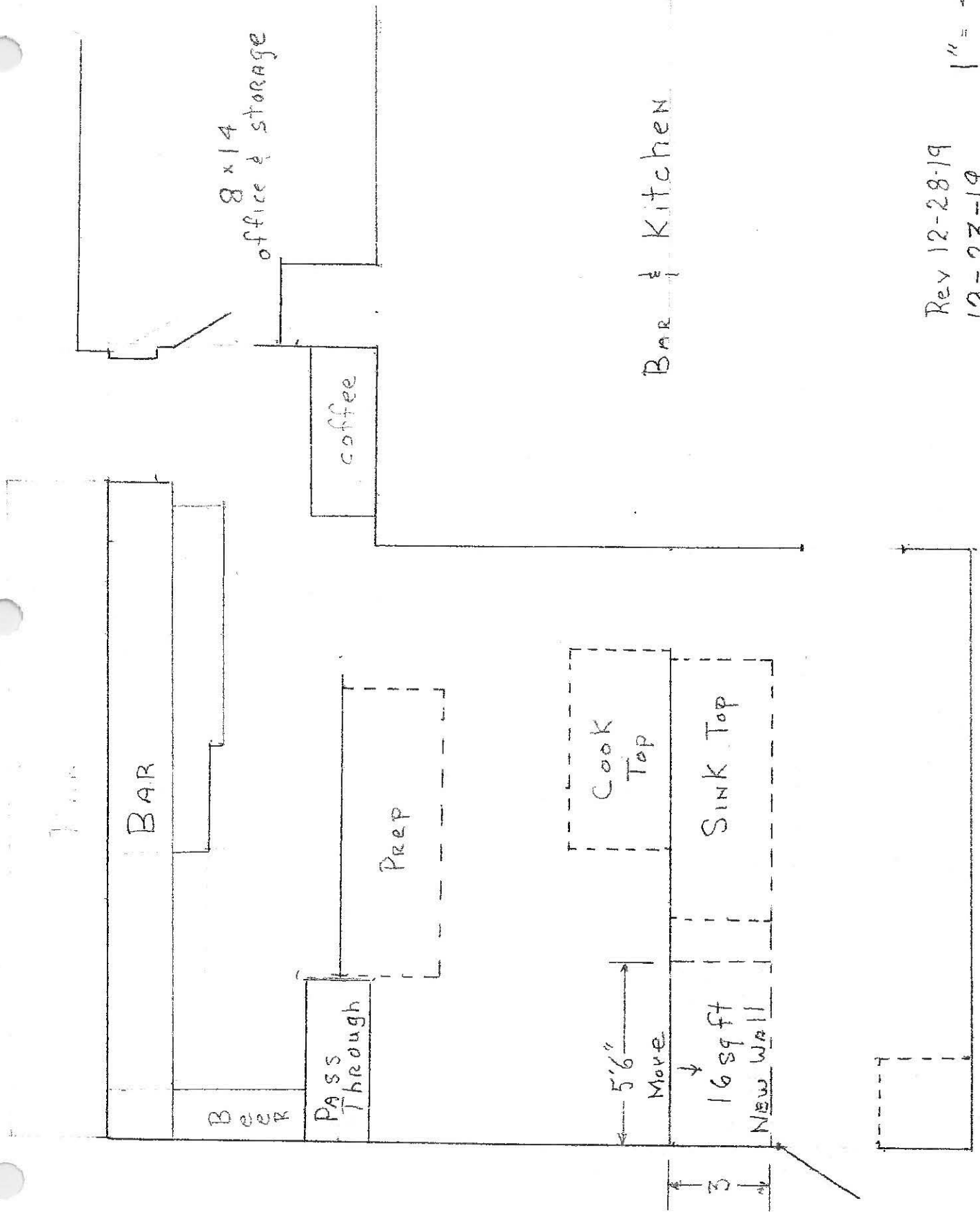
Pro Shop

Scale 1" = 10'

- A Covered windows
- B Slider door
- C Pro shop office
- D Pro shop storage
- E Pay station

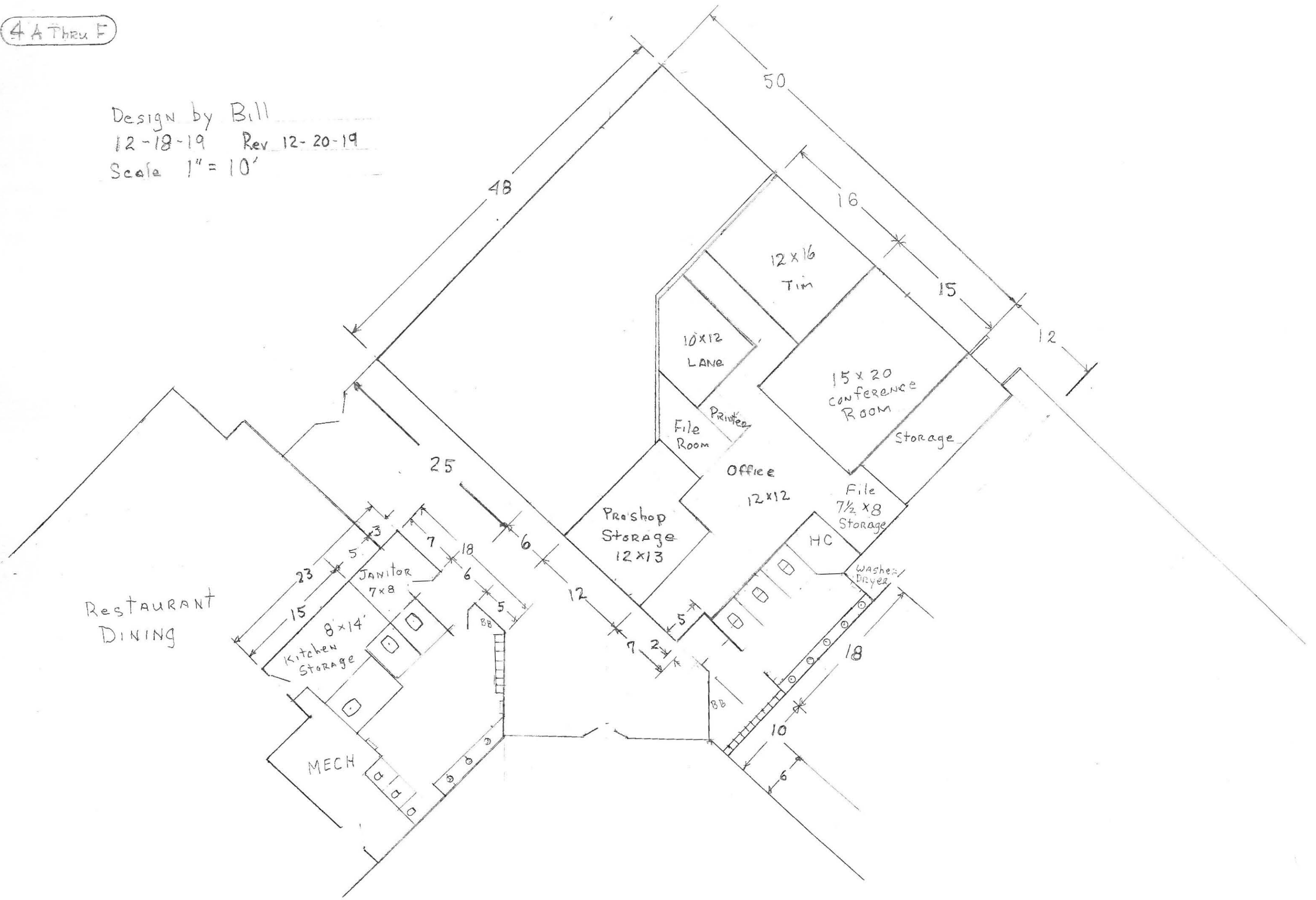
A Covered windows will have
bulletin board outside &
slotted wall inside.





4 A Thru F

Design by Bill
12-18-19 Rev 12-20-19
Scale 1" = 10'



Pro Shop, CDD offices and Restaurant / Kitchen

Design by Bill

12-18-19 updated 1-11-20

This design uses the current foot print of the existing building. No exterior walls need to be moved or rebuilt.

Golf Operations	Current sq feet	Proposed sq feet
Golf Pro Shop	960	1000
Shop Storage	105*	153
Pro Office	112	115
Total	1,177	1,268

CDD Offices

Reception area	54	72
File / copy room	42	76
Conference room	na	300
GM office	140	192
Total	236	640

Restaurant and kitchen

Kitchen cooking area	150	166
Kitchen storage & office	60	112

Currently uses the electrical room

Total	210	278
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Building space	1,787	2,436
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*Current pro shop storage 120