

**LYNNWOOD  
CITY COUNCIL  
Work Session**

**Date: Monday, April 6, 2020**

**Time: 7:00 PM**

**Place: See City of Lynnwood Website for Details**

**This agenda complies with Governor Inslee's Proclamation #20-28 and the Washington State Attorney General's Guidance on the Open Public Meetings Act dated March 26, 2020.**

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- 7:00 PM      **A**    COVID-19 Update
- 9:30 PM      **B**    Executive Session, if needed
- 9:35 PM      **C**    Mayor Comments and Questions
- 9:40 PM      **D**    Council President and Council Comments
- Adjourn

**Memorandums for Future Agenda Items:**

**Memorandums for Your Information:**

- FYI-1      Fleet Purchase: Public Works Valve Turner Truck
- FYI-2      Lynnwood Municipal Golf Course Report: Premier Golf 2019 Annual Report

**Contact: Executive Office (425) 670-5001**

**CITY COUNCIL ITEM A**

**CITY OF LYNNWOOD  
City Council**

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**TITLE:** COVID-19 Update

**DEPARTMENT CONTACT:** Christine Frizzell, Council President

**SUMMARY:**

The City continues to monitor and respond to the COVID-19 emergency. The Council will receive an update from City staff.

**DOCUMENT ATTACHMENTS**

**Description:**

**Type:**

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No Attachments Available

**CITY COUNCIL ITEM B**

**CITY OF LYNNWOOD  
City Council**

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**TITLE:** Executive Session, if needed

**DEPARTMENT CONTACT:** Nicola Smith, Mayor

**DOCUMENT ATTACHMENTS**

**Description:**

**Type:**

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No Attachments Available

**CITY COUNCIL ITEM C**

**CITY OF LYNNWOOD  
City Council**

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**TITLE:** Mayor Comments and Questions

**DEPARTMENT CONTACT:** Nicola Smith, Mayor

**DOCUMENT ATTACHMENTS**

**Description:**

**Type:**

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No Attachments Available

**CITY COUNCIL ITEM D**

**CITY OF LYNNWOOD  
City Council**

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**TITLE:** Council President and Council Comments

**DEPARTMENT CONTACT:** Christiine Frizzell, Council President

**DOCUMENT ATTACHMENTS**

**Description:**

**Type:**

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No Attachments Available

# CITY COUNCIL ITEM FYI-1

## CITY OF LYNNWOOD Public Works

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**TITLE:** Fleet Purchase: Public Works Valve Turner Truck

**DEPARTMENT CONTACT:** William Franz and Marcie MacQuarrie

**SUMMARY:**

Public Works will be purchasing a Valve Turner Truck instead of a standard truck that was approved to be replaced this year.

**ACTION:**

No action required. Informational only.

**BACKGROUND:**

The Public Works Utility Maintenance Crews have identified that the purchase of a valve turner truck would improve their operations and be a financial savings to the utility. There fore they will not be replacing their scheduled truck number 130 with a like replacement, and purchasing this valve turner truck instead.

The Water Department must maintain water isolation valves by regularly exercising them, otherwise they freeze up or break. Manually turning the valves can be difficult and sometimes impossible, and frequently results in injury. This equipment will allow crews to maintain our water valves far more efficiently, with minimal risk of injury or valve damage.

The valve turner will cost \$170,830 (+tax). The 510 Equipment Rental Fund has approximately \$100,000 that was budgeted for the replacement. Pursuant to fleet policies, the department will pay the extra cost from the current 411 utility operations budget. The Fund 411 utility budget has had substantial savings due to less need for odor control supplies this biennium and can absorb the cost differential.

**DOCUMENT ATTACHMENTS**

**Description:**

**Type:**

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No Attachments Available

**CITY COUNCIL ITEM FYI-2**  
**CITY OF LYNNWOOD**  
**Parks, Recreation, & Cultural Arts**

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**TITLE:** Lynnwood Municipal Golf Course Report: Premier Golf 2019 Annual Report

**DEPARTMENT CONTACT:** Lynn D. Sordel

**SUMMARY:**

The 2019 Annual Report of the Lynnwood Municipal Golf Course is attached for your information.

**DOCUMENT ATTACHMENTS**

| Description:                       | Type:           |
|------------------------------------|-----------------|
| <a href="#">2019 Annual Report</a> | Backup Material |

# 2019 Annual Report





## Executive Summary

2019 was a great year for golf in the City of Lynnwood; after a rocky start to the year with Lynnwood Golf Course being closed for 16 days after receiving as much as 16 inches over a two week period many areas of the course accumulated over 14 inches of snow in the month of February. Lynnwood finished the year up 3% to 2018, but 9% behind budget.

Golf rounds in the Seattle market are reported to be up around 2.2% in 2019 vs. 2018 with Lynnwood finishing the year up 4% in Rounds. Revenue in every department finished the year ahead of last year with Cart Rentals and Food & Beverage beating budget as well; a very strong performance in a competitive market.



**Lynnwood Golf Course achieved Record-Breaking Revenue in Cart Rentals, Pro Shop and Food & Beverage as well as overall Total Revenue in 2019.**

## Fantastic Year!

|                                   | <u>2019</u>         | <u>2018</u>         | <u>2017</u>         | <u>Budget</u>       |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|
| Golf Course                       | \$ 1,143            | \$ 1,126            | \$ 968              | \$ 1,275            |
| Lessons                           | -                   | -                   | 0                   | -                   |
| Pro Shop                          | 75                  | 64                  | 58                  | 76                  |
| Food and Beverage                 | 120                 | 107                 | 96                  | 115                 |
| All Other Operating Revenue       | -                   | -                   | -                   | -                   |
| <b>Total Revenues</b>             | <b><u>1,337</u></b> | <b><u>1,297</u></b> | <b><u>1,122</u></b> | <b><u>1,466</u></b> |
| Operating Expenses (in thousands) |                     |                     |                     |                     |
| Golf Course                       | \$ 448              | \$ 445              | \$ 444              | \$ 462              |
| Lessons                           | 1                   | 1                   | 1                   | -                   |
| Pro Shop                          | 216                 | 163                 | 161                 | 221                 |
| Food and Beverage                 | 58                  | 19                  | 14                  | 70                  |
| All Other Operating Expenses      | 155                 | 213                 | 224                 | 171                 |
| <b>Total Expenses</b>             | <b><u>878</u></b>   | <b><u>840</u></b>   | <b><u>843</u></b>   | <b><u>923</u></b>   |
| <b>Golf Services Income</b>       | <b><u>459</u></b>   | <b><u>457</u></b>   | <b><u>279</u></b>   | <b><u>543</u></b>   |

| Rounds       | <u>2019</u>   | <u>2018</u>   | <u>2017</u>   | <u>Budget</u> |
|--------------|---------------|---------------|---------------|---------------|
| Total Rounds | <u>47,394</u> | <u>45,596</u> | <u>40,203</u> | <u>49,478</u> |

The Premier Golf Club is the largest golf affinity reward program in the Pacific Northwest. In 2019, more than 54,660 unique golfers earned loyalty points. The PGC loyalty club continues to help retain customers by rewarding their loyalty, providing strong incentives to come back again and again rather than choosing to play at another course in the area that is offering steep discounts to attract customers. It attracts Premier Club members from other Premier Managed courses to Lynnwood Golf Course. In 2019 \$687,008 (51%) of revenue was generated from Non-Lynnwood Premier Club Members.

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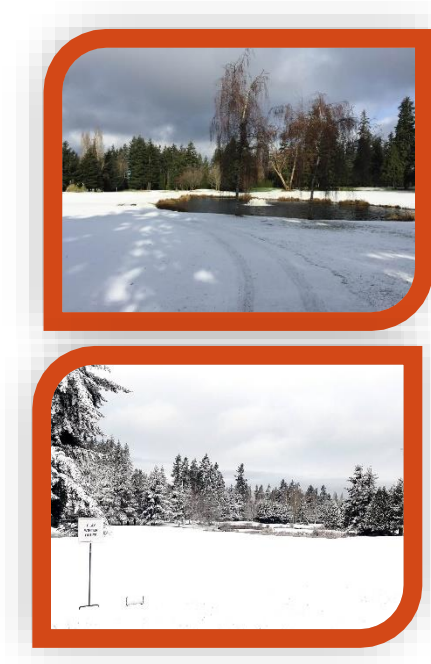
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## Financial Reports

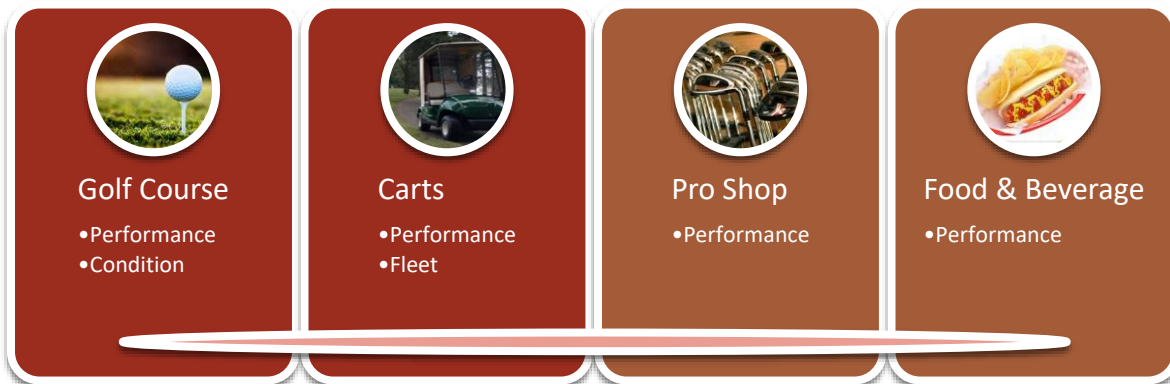
2019 was a great year for golf in the City of Lynnwood; after a rocky start to the year with Lynnwood Golf Course being closed for 16 days after receiving as much as 16 inches over a two week period many areas of the course accumulated over 14 inches of snow in the month of February. Lynnwood finished the year up 3% to 2018, but 9% behind budget.

Golf rounds in the Seattle market are reported to be up around 2.2% in 2019 vs. 2018 with Lynnwood finishing the year up 4% in Rounds. Revenue in every department finished the year ahead of last year with Cart Rentals and Food & Beverage beating budget as well; a very strong performance in a competitive market



|  | <u>2019</u>  | <u>2018</u>  | <u>2017</u>  | <u>Budget</u> |
|--|--------------|--------------|--------------|---------------|
| Golf Course                              | \$ 1,143     | \$ 1,126     | \$ 968       | \$ 1,275      |
| Lessons                                  | -            | -            | 0            | -             |
| Pro Shop                                 | 75           | 64           | 58           | 76            |
| Food and Beverage                        | 120          | 107          | 96           | 115           |
| All Other Operating Revenue              | -            | -            | -            | -             |
| <b>Total Revenues</b>                    | <u>1,337</u> | <u>1,297</u> | <u>1,122</u> | <u>1,466</u>  |
| <b>Operating Expenses (in thousands)</b> |              |              |              |               |
| Golf Course                              | \$ 448       | \$ 445       | \$ 444       | \$ 462        |
| Lessons                                  | 1            | 1            | 1            | -             |
| Pro Shop                                 | 216          | 163          | 161          | 221           |
| Food and Beverage                        | 58           | 19           | 14           | 70            |
| All Other Operating Expenses             | 155          | 213          | 224          | 171           |
| <b>Total Expenses</b>                    | <u>878</u>   | <u>840</u>   | <u>843</u>   | <u>923</u>    |
| <b>Golf Services Income</b>              | <u>459</u>   | <u>457</u>   | <u>279</u>   | <u>543</u>    |

Lynnwood's Revenue performance was good in 2019 despite the rocky start to the year with more than two weeks closed due to snow on the ground. Revenue finished the year at \$1,337,484 3% ahead of 2019, and even with payroll and expenses exceeding the prior year, Golf Services Income finished the year 1% more than 2018.



### Golf Course

With 47,394 Rounds played, Lynnwood Golf Course performed well in 2019. Rounds increased by 1,798 (4%) compared to 2018 while Green Fee Revenue remained flat for the year.

Early in the year we were able to refurbish bunkers on the course, much to the delight of the golfers. A second well was added to the golf course in 2019 which will potentially save \$20,000 – 40,000 per year by not using City water during the long hot dry spells in the summer. In addition, Otterbines for the ponds on holes #10, 12, and 18 were repaired and put back into service; combined with pond treatment this helped to clear up ponds of milfoil, algae and weeds.

Golf Cart revenue exceeded the prior year by 11% and outperformed budget by 7%. While payroll and maintenance expenses came in higher than last year, payroll came in 9% under budget for the year. Golf Services Income came in at 2% more than 2018 which was a great performance considering the major maintenance projects that were undertaken in 2019.



### Pro Shop

Pro Shop performance was strong reaching Record-Breaking Revenue in 2019 and outperforming 2018 by 16%. Unfortunately, Pro Shop did not reach the budgeted goal coming in just 1% shy of target. Throughout the year the Premier App is used to promote various happenings at the golf course. During March and April, a Premier-Wide contest was run to promote the use of the App and gain new users with Lynnwood Golf Course staff taking top honors and earning a well-deserved pizza party.

Dan was able to control payroll expenses coming in at \$5,800 under budget leading to Golf Services Income exceeding budget by nearly \$4,000.

**Food & Beverage**

Food & Beverage reached record revenue of \$119,900 in 2019, for the fifth straight year, with a growth of more than 13% over record revenue in 2018 and exceeding budget by \$4,803 (4%). Golfers continue to enjoy the more inviting sports bar atmosphere that was created to encourage golfers to hangout and have a bite to eat and drink after their round continues to be a hit with golfers. Additional seating which was added by bringing in new furniture for the patio creating an outdoor dining area continues to drive additional food and beverage sales.

Golf Services Income came higher than last year by 25% and beat budget by over 36%. As this department continues to grow, we look forward as we plan to expand the operation in 2020 – 2021.

**Rounds Report**

Lynnwood Rounds of 47,394 in 2019 were up 1,798 (4%) from 45,596 in 2018. As stated throughout this report the record setting adverse weather in 2017 drove down rounds. Golf rounds in the Seattle market are reported to be down around 3.4% in 2019 vs. 2018. Nationally rounds were reported to be up 1.5% in 2019 vs. 2018.

| Rounds       | <u>2019</u>   | <u>2018</u>   | <u>2017</u>   | <u>Budget</u> |
|--------------|---------------|---------------|---------------|---------------|
| Total Rounds | <u>47,394</u> | <u>45,596</u> | <u>40,203</u> | <u>49,478</u> |



|                       |        |       | <b>DECEMBER 2019</b>      |        |       |                       |        |       |
|-----------------------|--------|-------|---------------------------|--------|-------|-----------------------|--------|-------|
|                       | DEC    | YTD   |                           | DEC    | YTD   |                       | DEC    | YTD   |
| <b>PACIFIC</b>        | -8.7%  | -3.4% |                           |        |       | <b>SOUTH ATLANTIC</b> | 10.9%  | 3.4%  |
| CA                    | -12.6% | -4.7% | <b>UNITED STATES</b>      | 8.3%   | 1.5%  | DE, DC, MD            | 17.5%  | 12.6% |
| Los Angeles           | -13.9% | -3.6% | <b>PUBLIC ACCESS</b>      | 6.5%   | 1.1%  | Washington/Baltimore  | 16.3%  | 15.8% |
| Orange County         | -7.7%  | -6.7% | <b>PRIVATE</b>            | 13.4%  | 2.2%  | FL                    | 1.5%   | 0.5%  |
| Palm Springs          | -0.2%  | -0.4% | <b>EAST NORTH CENTRAL</b> | 55.8%  | 4.0%  | Jacksonville          | 4.1%   | 1.8%  |
| Sacramento            | -21.8% | -5.5% | IL                        | 98.3%  | 0.8%  | Orlando               | 4.6%   | 3.7%  |
| San Diego             | -14.6% | -4.9% | Chicago                   | 116.7% | -0.5% | Tampa                 | 17.0%  | 0.5%  |
| San Francisco/Oakland | -24.8% | -4.9% | IN                        | 56.1%  | 7.2%  | Palm Beach            | -10.2% | -0.7% |
| HI                    | 4.6%   | 2.4%  | MI                        | 23.1%  | 3.2%  | Naples/Ft Myers       | 1.9%   | 1.4%  |
| OR                    | 17.7%  | -1.8% | Detroit                   | 16.2%  | 4.9%  | Miami/Ft.Lauderdale   | -9.8%  | -0.2% |
| Portland              | 12.4%  | -1.0% | OH                        | 18.6%  | 7.6%  | GA                    | 43.7%  | 3.3%  |
| WA                    | 8.2%   | -0.5% | Cincinnati                | 32.6%  | 4.0%  | Atlanta               | 69.4%  | 5.4%  |
| Seattle               | 13.4%  | 2.2%  | Cleveland                 | 23.9%  | 5.4%  | NC                    | 38.5%  | 3.4%  |
|                       |        |       |                           |        |       | Greensboro/Raleigh    | 53.8%  | 7.0%  |
|                       |        |       |                           |        |       | SC                    | 23.9%  | 0.9%  |

## Marketing:

Various marketing efforts were initiated or continued during 2019 and were very effective in supporting 2019 revenue. The following were some of our major marketing efforts undertaken or continued:

### Mobile Application

Lynnwood GC's smartphone application continued to be a key marketing advantage in 2019. We started in March with 580 *active* downloads and made it a priority to focus on our mobile app and grow our numbers throughout the year. We ended 2019 with 2,711 *active* users.

In 2019, we were able to track 80 push notifications in which 1549 customers took advantage of the offers. This brought in an estimated \$46,870 in revenue as a direct result to those push offers to Lynnwood Golf Course customers. Below are a few examples of push notifications that we sent out to fill slow times in the tee sheet.



*Sent on 4/19 - "Easter Basket Eggstravaganza" 18 Holes, Sleeve of Balls & Beverage - \$29.50; Sunday; Expires 4/21/19; Must Show App"*

*Sent on 5/21 - "Hard To Beat A Sweet Deal" 18 Holes, Hotdog & Beverage \$25; Add Cart \$8; Wed-Thur 12-2:30pm; Expires 5/23/19; Must Show App"*

*Sent on 7/1 - "A Verry Thirsty 18" 18 Holes & 2 Beverages - \$24; Add Cart - \$8; Tues-Thurs 12-4pm; Expires 7/4/19; Must Show App*

*Sent on 8/14 - "Wow . . . Plenty of Sunshine" 18 Holes, Hotdog & Beverage - \$27; Wed-Thurs 12-4pm; Expires 8/16/19; Must Show App"*

### Advertisements

**Premier Golf Centers**  
We invite you to experience our 11 unique golf courses!

Interbay Golf Center | Jackson Park GC | Jefferson Park GC | West Seattle GC  
Legion Memorial GC | Walker Hall GC | Bellevue GC | Crossroads Par 3  
Lynnwood GC | Lake Padden GC | Cedarcrest GC

**Did you know you can save up to 20% off your Green Fees, Cart Fees & Range Balls?**

**Join the Premier Club!**  
Whether you are a Premier Golf Club Member in Seattle, Bellevue, Everett, Lynnwood, Marysville or Bellingham, your card is accepted at ALL 11 Premier Managed Courses.

Receive 10 points for every one dollar spent!

- 1,000 points = 5% discount
- 4,000 points = 10% discount
- 7,000 points = 15% discount
- 10,000 points = 20% discount

Book your tee time today!  
www.PremierGolfCenters.com  
(206) 254-6545

**PREMIER GOLF**  
2019 GOLF SHOW SPECIALS

www.PremierGolfCenters.com

|   |  |   |
|---|--|---|
| <b>Interbay Golf Center</b><br>FREE Medium Bucket<br>Present this coupon and receive a FREE Medium Range Bucket.  | <b>Jackson Park Golf Course</b><br>FREE Medium Bucket<br>Present this coupon and receive a FREE Medium Range Bucket. | <b>Jefferson Park Golf Course</b><br>FREE Medium Bucket<br>Present this coupon and receive a FREE Medium Range Bucket.          |
| <b>West Seattle Golf Course</b><br>Twilight Rate ALL DAY<br>Receive the twilight rate any time of the day!  | <b>Bellevue Golf Course</b><br>Seattle Golf Show Special<br>\$15 Green Fee from 12pm - 3pm, valid Mon - Thurs.       | <b>Crossroads Par 3 Golf Course</b><br>2 for 1 Special<br>Purchase one Golf OR FootGolf Green Fee and receive another for FREE! |
| <b>Cedarcrest Golf Course</b><br>Seattle Golf Show Special<br>18 Holes of Golf and a Hole Fee for only \$39 Mon - Fri & Sat - Sun.                      | <b>Lynnwood Golf Course</b><br>Seattle Golf Show Special<br>18 Holes of Golf and a Hole Fee for only \$24!           | <b>Lake Padden Golf Course</b><br>50% OFF Green Fees<br>Receive 50% OFF your greens fee.  |
| <b>Legion Memorial Golf Course</b><br>Super Twilight Special<br>Receive our super twilight rate after Show, Monday - Friday and after 12pm, Sat. & Sun. | <b>Walker Hall Golf Course</b><br>Twilight Rate ALL DAY<br>Receive the twilight rate any time of the day!            |   |

Direct Marketing Examples

**LOOKING FOR A FUN SEASONAL POSITION?**  
We are hiring! Join our team at Lynnwood GC  
**CLICK HERE FOR OPEN POSITIONS**

**Looking for a fun seasonal job? Join our team!**  
Lynnwood Golf Course is currently hiring for ALL seasonal positions, both part-time and full-time.

Lynnwood Golf Course offers an exciting, fun, and dynamic work environment! Customer service is our top priority and our philosophy is that team members are empowered at all levels with the authority to do what is necessary to satisfy the customer. Thus, creating a work environment where caring, product knowledge and responsibility are high priorities.

We offer great benefits including: Golf & Range Privileges, Discounted Merchandise, Discounted F&B, and Competitive Pay.

[Click here](#) to view our open positions. Type "Lynnwood" in the Quick Search bar at the top.

We look forward to meeting you!

**PREMIER GOLF CLUBS**  
ONLINE SIGN UP  
ONLINE TEE TIME RESERVATION  
CLICK HERE

Find us on Facebook  
Download app

Address:  
Lynnwood Golf Course  
Woodway Building  
Edmonds Community College  
20200 85th Ave W  
Lynnwood, WA 98195  
Tel: (425) 676-4953

**Lynnwood GC's Winter Rates are in effect November 1st!**

Come out this November and take advantage of our discounted winter rates. We have weekday rates as low as \$22... and even less with your Premier Club Membership!

Rates effective Nov. 1, 2018 - Feb. 28, 2019

|                 | Mon - Friday | Sat, Sun & Holidays |
|-----------------|--------------|---------------------|
| Adult 18 Hole   | \$28         | \$32                |
| Sr. 18 Hole     | \$24         | \$32                |
| Jr. 18 Hole     | \$15         | \$32                |
| College 18 Hole | \$20         | \$32                |
| Adult 9 Hole    | \$23         | \$23                |
| Sr. 9 Hole      | \$19         | \$23                |
| Jr. 9 Hole      | \$10         | \$23                |
| College 9 Hole  | \$14         | \$23                |
| Twilight        | \$22         | \$22                |

\* All green fees include taxes.

[Click here](#) to book your next tee time.

We look forward to seeing you soon!

**PREMIER GOLF CLUBS**  
ONLINE SIGN UP  
ONLINE TEE TIME RESERVATION  
CLICK HERE

Find us on Facebook  
Download app

Address:  
Lynnwood Golf Course  
Woodway Building  
Edmonds Community College  
20200 85th Ave W  
Lynnwood, WA 98195  
Tel: (425) 676-4953

Direct Marketing to Loyalty Members:

**\$15 GREEN FEES**  
**\$5 INTERBAY GF**

**PREMIER WEEK**  
DECEMBER 8 - 14, 2019

**Thank you to our PGC Members!**  
Join us for Premier Week December 8 - 14, 2019

Thank you for such a great year! Come out and play from Saturday, December 14th and receive \$15+tax Green Fee 18 Hole Golf Course or \$5+tax Green Fees at 9 Hole.

Valid after 10am  
PGC discounts not valid with this promotion.

**BOOK YOUR TEE TIME**

**SPRING GETAWAY SPECIAL OFFER**

Book April golf and lodging with us, and earn a discount!

**DAY OF UNLIMITED GOLF FOR \$89 PER PERSON**  
LODGING RATES STARTING AT \$119 PER ROOM

**Exclusive Offer for Premier Golf Members**

It pays to be a Premier Member!

Book a tee time at Gamble Sands using the promo code: PREMIER and receive a Day of Unlimited Golf for only \$89 per person. Lodging rates start at \$119 per room.

All golf must be played on same day. Valid for up to 4 players. Good Monday - Thursday in April only. May not be used as part of a group, event, or with other promotions.

Please call 509-436-8323 for reservations. Use Code: PREMIER  
[www.gamblesands.com](http://www.gamblesands.com)

For groups of 12+, contact Brian Benitz at [bbenitz@gamblesands.com](mailto:bbenitz@gamblesands.com) for 2019 group discount rates. Accepting groups through October 2019.

**WE ARE THANKFUL FOR YOUR LOYALTY**

**Thank you for being such a loyal customer!**  
We would like to offer you 50% OFF merchandise! Please take advantage of the following offer.

**Thank you to our Platinum & Gold Level PGC Members!**

Present this coupon and receive 50% OFF any in-stock merchandise items in any Premier Golf Shop.

Exclusions may apply. Coupon may not be combined with any other discount or package deal. Coupon may only be used once, per person. Must present coupon - show this coupon on your phone or recreate this email or check in to receive offer. Valid through 12/24/2019. [www.premiergolfcenters.com](http://www.premiergolfcenters.com)

Please present this coupon at the register to receive your discount. Exclusions may apply. Valid through 12/24/2019.

We appreciate you and hope to see you soon!

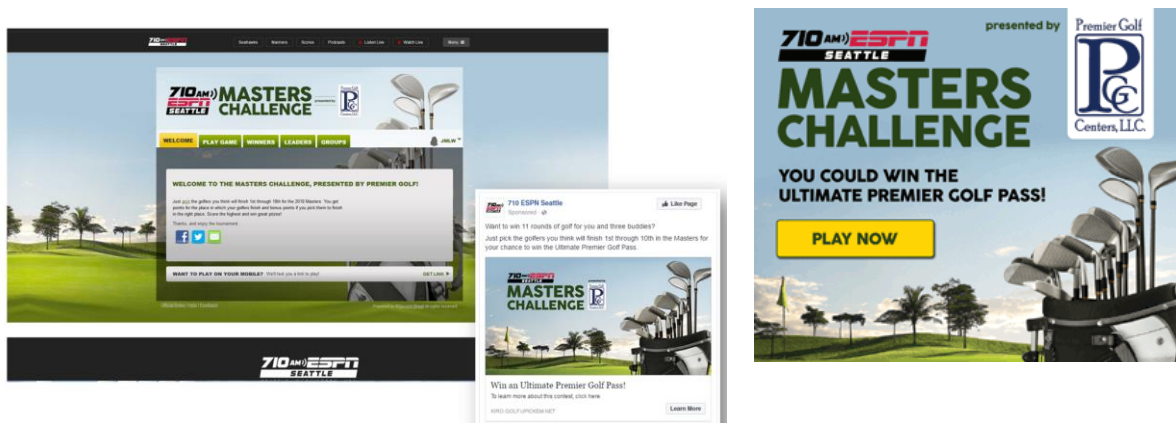


## Radio – 710 ESPN, Mariners Radio, & KJR Sports Radio

### Masters Contest

Premier Golf was the Presenting Sponsor of the 710 ESPN Seattle's Masters Pick 'Em Challenge in 2019. The promotion runs on 710 ESPN two weeks leading up to the Masters. Premier receives a minimum of 20 30-second spots, static and header graphic placed on 710sports.com home page, Facebook ad targeting MyNorthwest.com users and display advertising on MyNorthwest.com and 710Sports.com (300,000 impression guarantee over the course of 4 weeks in April).

We had 912 people participate in the challenge and 574 people opted in to receive more news and promotions from Premier Golf. 93% of those entries were male, 7% female.



### Radio Ad Example – Lynnwood Mid-Day Special and Early Bird Special Ad promoted on KIRO Radio & Seattle Mariners Radio

#### LYNNWOOD :30 (THE GROZ)

*Have you played Lynnwood Golf Course lately? If not, you are missing out my friends.*

*Hey it's The Groz for Premier Golf letting you know that Lynnwood's greens are beautiful right now and with great pace of play, the Lynnwood GC is a favorite for golfers of all abilities. Easy to walk but with test every club you have in the bag and with 68% more parking!*

*Take advantage of their Mid-Day Special! Mention 710 ESPN Seattle and receive 18 holes, a Dog & a Soda for just \$24.50!*

*Visit LynnwoodGC.com to book your tee time today.*

#### PREMIER :60 (THE GROZ)

*Hey it's The Groz here for my friends over at Premier Golf letting you know that U.S. Open month at Pebble Beach has arrived signaling the official start to summer in the Pacific Northwest. Start your day off right with Premier's Early Bird Specials available at 9 of their lush locations, including:*

*Bellevue, Legion Memorial, Walter Hall, Lynnwood, Cedarcrest, Lake Padden, Jackson Park, Jefferson Park and West Seattle Golf Courses.*

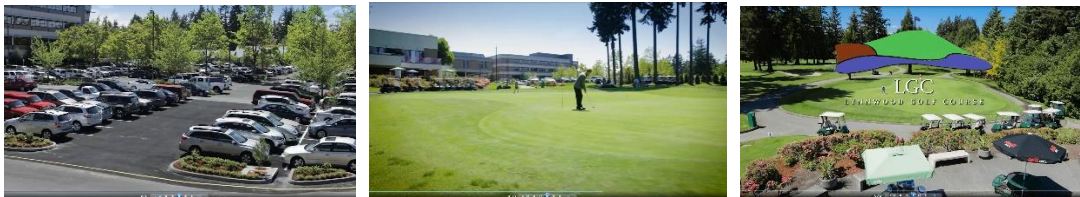
*When you combine a great value with tremendous pace of play you will get a fast round in and we always allow breakfast balls on the first tee. I always like to say that a day you can get in some golf before 7:00am and still get to work before the boss gets in is always a good day. The early bird gets the worm, right?*

*For more information on Premier Golf's Early Bird Specials or any information on any of Premier's fun tracks, visit [Premiergolfcenters.com](http://Premiergolfcenters.com), that's [Premiergolfcenters.com](http://Premiergolfcenters.com). And as always, the folks over at Premier Golf has a local course near you so you can save those long drives...for the fairway.*

**Comcast Commercial**

**Lynnwood Commercial**

We continued to run the Lynnwood GC commercial on the Golf Channel, ESPN, ESPN2, Root Sports, FS1.

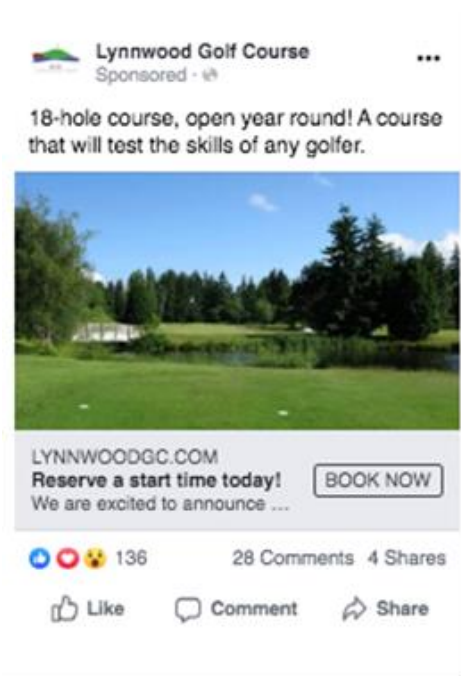


**Facebook Advertisements**

In 2019 we started Facebook Ads for Lynnwood Golf Course. The ads promoted the course and encouraged customers to book tee times. We targeted our current customers through our email database, as well as new customers based on user preferences and location to the course.

Lynnwood GC’s FB Ads ran from February 27, 2019 – Dec. 31, 2019 and was shown 656,216 times, reached 185,115 targeted Facebook users and had 5,225 clicks with a .80% click thru rate.

Here is the top performing Ad:



## Customer Experience Surveys – Player's 1st

In 2019, we implemented a new Customer Experience Platform called Players 1st. This platform is integrated with Club Prophet Systems, so we are able to automatically send Surveys to players within 24 hours of when they played their round. These surveys were very helpful to determine customer satisfaction and receive immediate feedback on areas that we could improve. We are notified by email of every survey taken so if the customer rated their visit poorly, we could contact them to learn more and work to resolve the issue. In turn, if the course & staff were rated highly, we could notify our staff of the great work they were doing to make that customer happy.

Players 1<sup>st</sup> was implemented in March. Lynnwood Golf Course received 1373 completed surveys. Here are some demographics of those completed surveys:

|         |     |
|---------|-----|
| Male    | 83% |
| Female  | 17% |
| 18 – 30 | 5%  |
| 31 – 50 | 20% |
| 51 – 65 | 31% |
| 65 – 75 | 33% |
| 75+     | 11% |

Below are a few quotes from customers.

### What was the best part of your experience?

*"It's a nice course, close, and well maintained. It's short but I've always enjoyed playing it."*

*"The staff and the golf course itself excellent condition greens rolling true."*

*"The Staff goes out of their way to be welcoming and knowledgeable. The course is always in great shape. It's an easy walk, yet the design challenges every level of golfer. I love Lynnwood. We need more like it. It's a welcoming place where everyone can have success on the course."*

*"Nicely kept up course. Pretty surroundings and even though it is not a long course, it is still challenging. Always enjoy playing here."*

*"Play today course was in great shape but the pace of play today was very slow. I noticed there is no marshals out of the course to help speed things up. Flipside Sub. course was in great shape had lots*

*of fun playing”*

*“It is a fun place to play with my wife. She is still learning so the course length is right for her.”*

**What could we do to make your experience better?**

*“Although I've only seen it a few times over the years I can see how someone new to the course would confuse the #8 tee with the #2 due to lack of signage. The bridge from #7 tee could use some attention.”*

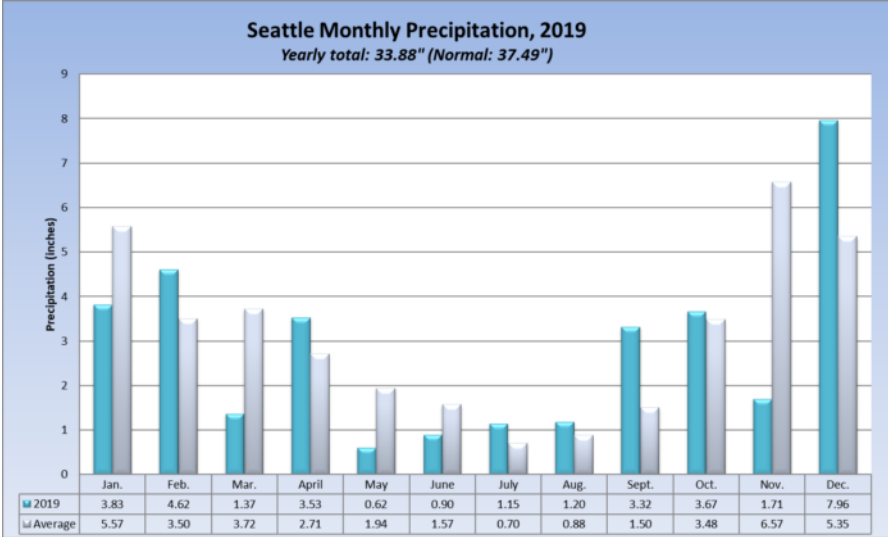
*“Food”*

*“Groom the low branches on the trees so that punch shots can advance the ball instead of requiring side ways recovery shots. This would help lower scores, increase satisfaction, and speed play.”*

*“Play today course was in great shape but the pace of play today was very slow. I noticed there is no marshals out of the course to help speed things up. Flipside Sub. course was in great shape had lots of fun playing”*

### 2019 Weather Summary

With 33.88 inches of rain, 2019 was the second year in a row with below-normal precipitation in the greater Seattle area, the regions driest year since 2013. This is despite the largest snow storm in years hitting the area and dropped over 20” of snow onto the golf course in February. Bellevue Golf Course was forced to close for two weeks in early February due to massive amounts of snowfall and frigid temperatures. Once we broke clear of the snow, March was able to make a quick turnaround, finishing ahead of budget and we never looked back.



## Course Reports

### 2019 Course Improvements

#### Course

- Replaced numerous sprinkler heads and valves, and fixed leaks in the irrigation system, where turf was baked out or saturated, or not receiving proper water amounts.
- Refurbished our #2 well along hole #11 which was not operable for several years, and all but eliminated usage of City of Lynnwood water leading to a savings of tens of thousands of dollars.
- Improved fairway turf health through a combination of adjusted watering cycles and run time, nutrient treatment and aerification. Also, drainage during the rainy season was improved by reinstating our fairway aerification program.
- Limbed up the trees and cleared brush throughout the course to make mowing under the trees easier, and aid the golfers in finding their balls, which speeds up play.
- Dug out and replaced the drain mesh in the bottom of bunkers on Holes #4, 8, 15, 18 to improve drainage and prevent rocks that come up and are hit onto the greens (which damages the cutting units on the greens mowers), and added sand to all 26 bunkers to improve playability.
- Cut down the lips of greenside bunkers on #11 and #18 to make the bunkers easier to hit shots out and onto the green.
- Filled in the back half of the greenside bunker on hole #5, reducing the size in half, providing shorter bunker shots and making it easier for golfers to get out and onto the green. It also cut the cost to fill with sand in half, a large maintenance savings.
- The Otterbines for the ponds on Holes #10, 12, and 18 were repaired and put back in service. This, along with some pond treatment, has cleared up the ponds of milfoil, algae and weeds.
- The maintenance crew repaired weak/damaged turf on the back of #15 green. Roots from close growing trees had invaded the green, robbing it of much of its water. Reed Perry, our superintendent did some root pruning on the back of the green. He removed the weak turf, cut the roots at the edge, implanted a barrier and patched with some healthy sod. This should make this green stronger through the drier season.
- The City of Lynnwood Parks Department brought their boom truck in and trimmed the trees along the right side of hole #11 that were blocking the view of the green, making it almost impossible for anyone to hit the green when the tee markers were located on the right side of the tee box. This opened up the hole to make hitting the green with tee shots easier.

## Future Needs at Lynnwood Golf Course:

### Course

- Plan and design a hitting area for lessons and warm-up to improve the customer experience, and increase revenue.
- Additional restroom facilities on the golf course located at or near the 10<sup>th</sup> tee. This will improve the speed of play for those who need to run to the Pro Shop restrooms, in the clubhouse, at the turn.
- Improve the bunkers by adding new sand to the bunkers throughout the golf course to make them more enjoyable for the customers.
- Repair and add slip prevention on the bridges.
- Grind down all bumps on the cart paths throughout the golf course to improve the customers experience and reduce wear and tear on our carts and equipment.
- Replace two warn-out fountains (Otterbines not working) in the ponds for aerification to control weeds.
- Replace all of the drinking fountains on the course.
- Fence cart storage area for security, and lay crushed rock to keep the carts cleaner.
- Reconfigure hole #14 to protect the neighbors who live along the left side by installing trees and bunkers to the left side, and removing trees on the right side; therefore making the hole a dogleg and directing tee shots to the right, away from the neighbors.

### Food & Beverage

- Corey Rois created a master plan to construct a new snack bar.
- Plan and begin construction on a kitchen and snack bar in the pro shop for increased food service and event options.

### Pro Shop

- Install new counters and fixtures in the pro shop to improve functionality. Add Wi-Fi in the pro shop for customers' use.



### Events

#### Par 4 Kids

July welcomed Lynnwood Golf Course’s biggest tournament of the year, put on by the Lynnwood Parks & Rec Foundation and Lynnwood Rotary, raising funds for Par 4 Kids. The tournament is a chance to raise money for scholarships to low income kids who can't afford to participate in the recreation programs. This year's event was had 72 participants. There was a HOLE-IN ONE contest on each of the par 3 holes # 2, 4, 8, 11, 12, 16 and 17, with hole #16 playing for \$10,000.

The Lynnwood Parks and Recreation Foundation Board presented a check for about \$10,000 from last summer’s Par 4 Kids Golf Tournament to the City for its Recreation Benefit Fund. The fund provides scholarships to low income children and families. The Foundation has raised almost \$95,000 over the last eleven years.

