

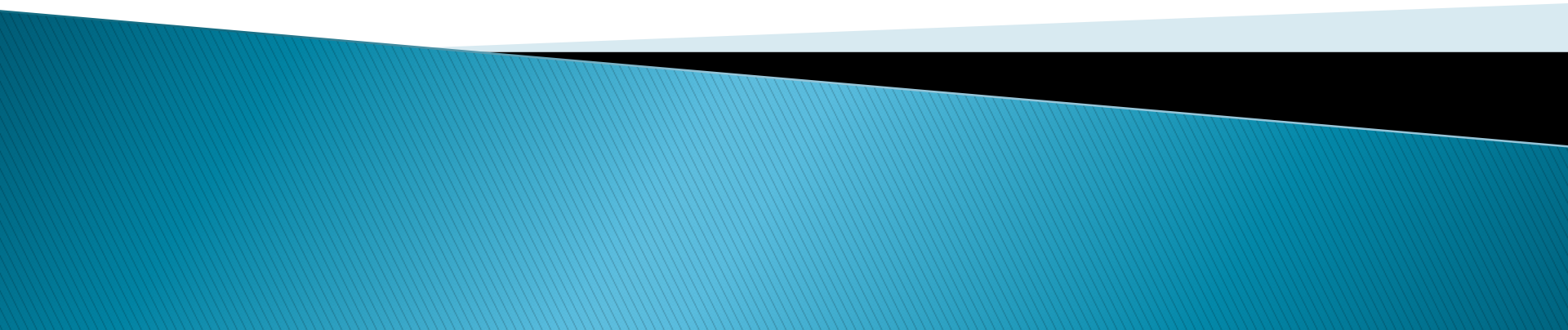


# Tellico Village Golf

World Class Golf at a Value

# Golf Advisory Committee

June 8, 2020



# Agenda

- ▶ Welcome & Opening Comments – Zoom 101 (microphone use)
- ▶ Approval of Minutes – H. Higby
- ▶ Golf Rounds and Financial Report – C. Sykes
  - May Results
  - Forecast for June
- ▶ Golf Operations Updates – C. Sykes
  - Golf Management Team 2020 Goals and Objectives
    - Golf Course Value Statement
    - 2021 Golf Rate Strategies
    - Maintenance Guidelines and Long-Range Improvement Plans (LRIP)
  - COVID-19
    - Process and Procedure Update
      - Phase 2 – began June 1<sup>st</sup>
      - Phase 3 – back to normal
    - Golf Calendar Updates
- ▶ Golf Course Updates
  - General Course Updates
  - Tanasi and Kahite Bunker Updates
  - LRIP and Maintenance Guidelines
    - Kahite Bunker Project 2021 and beyond – Bergin
- ▶ Golf Marketing Updates
- ▶ Other?

# Approval of April Minutes

## Golf Advisory Committee Minutes May 11, 2020

Present: Chris Sykes, Daryl Blevins, Bob Brunetti, Rose Howard, Craig Andrews, Ron Coles, Kristin Farrington, Sue English-Kover POA, Wells McClure, Jordon Clark, Jon North and other Committee Liaison.

Absent : Howard Higby.

The meeting was called to order by Chris Sykes at 3:30 PM. Due to the Covid-19 virus this was a virtual meeting over Zoom. Chris conducted the meeting from his office at Toqua.

The April meeting of the committee was cancelled due to Covid-19. The committee approved the use of Chris Sykes April report as it's April minutes.

Chris announced that by agreement the GAC meeting will now be held on the second Monday of each month.

### Rounds report.

Member rounds for April were 8,251 which is 1,129 over budget, however guest rounds were 384 under budget. Year to date member rounds are 973 over budget while guest rounds are 167 under budget. It should be noted that afternoon unlimited rounds year to date are 2,599.

### Financials.

Even though rounds are up for the year revenue for April was \$30,381.92 under budget and year to date revenue is \$19,286.17 under budget. Factors contributing to the shortfall are loss of guest

rounds, loss of outside group play, merchandise sales and loss of cart revenue.

On the expense side, however expenses for April were \$71,519.71 under budget. Expenses year to date are \$201,130.45 under budget resulting in a year to date net income of \$181,844.38

### Capital Requests.

The committee unanimously approved the request to purchase a Trackman for teaching and golf club fitting and the purchase of a tractor and rough mover for Tanasi.

### Golf team and transitions update.

Chris then reported the following. Mike Leadbetter has been hired as an Assistant Golf Professional at Tanasi. The golf team has performed tremendously under the present circumstances. That a plan is being worked on to develop Goals and Objectives for each course, based on the present circumstances and the hopeful return to normalcy in the future. Some goals will be to create a Par 3 course inside each course, beginner programs and clinics.

The golf shops are now open on a limited basis and two persons may ride in a golf cart, however if any wants a single cart it will be provided.

Golf rates and strategies for 2021 will be formulated in the coming months.

A new golf events calendar has been created moving most events to the fall, including new dates for the Lions Club event, the Smokey Mountain Service Dogs, the Men's and Ladies Member-Member and Member-Guest.



# Approval of April Minutes – continue

The Golf team will be working with the Marketing Department to include more golf information in the Newsletter, a talk show on golf will air on Tellico TV in the near future. The golf brochure and website have been updated.

Golf Course updates.

Jon North Assistant at Toqua reported the course is in overall good condition. The greens have recovered from the aerification and the Bermuda grass has started to grow.

Wells reported that Tanasi also is in good condition, the bunkers on 12 and 13 should be finished shortly and the crew will be starting on the cart paths that need repair.

Jordon reported much the same at Kahite. In 2019 Jordon and Bill Bergin golf course architect identified 32 bunkers for removal. Seventeen were removed in 2019. To date 14 of the remaining 15 have been filled in. The last one to go will be the front bunker on number 12. The final shaping and sodding should be completed by summer.

Bill Bergin of Bergin Golf will soon be providing a preliminary plan for the renovation of the remaining bunkers along with a plan for some new or repositioned bunkers.

All three courses noted that increased cart traffic due to the one-person cart rule has inhibited the growth of the fairway grass. Overall all three courses have come through winter and an unusually wet spring in good condition.

Beautification Committee

Chris reported that to date \$3,080 has been collection through donations which is about half of the amount generated by the golf tournament. There is still a possibility of the tournament being rescheduled in the fall.

Kristin reported that the Butterfly garden has been completed at Kahite, and the ones at Toqua and Tanasi are still a work in progress.

There being no further business the meeting adjourned at 4:40 PM

Respectfully submitted,

Robert Brunetti, Secretary

# Rounds Report – May 2020

Successfully mitigated COVID-19 impact. Rainfall for month between 3.6” of rain at Toqua, 3.7” of rain at Tanasi and 7.7” of rain at Kahite. 7–10 rain events that lead up to 6 days of some form of CPO.

	<u>Current Month</u>				
	May-20	2020 Budget	2019 Actual	Variance From Budget	Variance From 2019
Member Rounds	9,684	8,439	7,888	1,245	1,797
Guest Rounds	1,433	1,425	1,652	8	-220
<b>Total Rounds</b>	<b>11,117</b>	<b>9,864</b>	<b>9,540</b>	<b>1,253</b>	<b>1,577</b>

	<u>Year to Date</u>				
	Through May-20	2020 Budget	2019 Actual	Variance From Budget	Variance From 2019
Member Rounds	27,178	23,516	22,687	3,662	4,491
Guest Rounds	3,140	3,299	3,285	-160	-145
<b>Total Rounds</b>	<b>30,317</b>	<b>26,815</b>	<b>25,972</b>	<b>3,502</b>	<b>4,346</b>

- Unlimited rounds are up, after 2 p.m. are up and daily are down
  - 3861 Unlimited Rounds after 2 p.m. YTD
- Guest play is up but promotional rounds are down
- Solo carts limiting factor to operation

# Rounds Report – June 2020

Phase 1 – 5/31 – 8 a.m. start w/ 10 min intervals and a sporadic starter time to keep us from running out of carts gave us 63 tee time slots per course

Phase 2 – 6/1 – 7:30 a.m. start w/ 8&9 min intervals gave us 78 tee time slots per course that in essence affords up to 60 more individual tee times per day, per course.

## COVID-19 Day 1 Results from June 1st

Toqua Cart Fees – 222 \$1651.61

Toqua Green Fees – 231 \$2567.99

Toqua Solo Cart – 7 \$35

Tanasi Cart Fees– 228 \$1750.25

Tanasi Green Fees – 233 \$2560.72

Tanasi Solo Cart – 12 \$60

Kahite Cart Fees– 173 \$1442.86

Kahite Green Fees 174 \$2792.25

Kahite Solo Cart – 9 \$45

- Transition from solo carts opened up the tee sheet and had an immediate positive impact on tee time availability–rounds
- Solo carts – we are only getting a few requests a day now that folks are more comfortable. 95 to date after 28 on Day 1.
- We have started the month in a drought with no interruptions or CPO to date

\*\*\*June is setting up to be a fantastic month for both golf and retail\*\*\*

# Financial Report – April 2020

				April 2020		
				2020	2020	
				Actual	Budget	Variance
Gross Profit				\$245,882.25	\$276,264.17	-\$30,381.92
Expense				\$298,905.85	\$370,425.56	(\$71,519.71)
Net Income (Loss)				(\$53,023.60)	(\$94,161.39)	\$41,137.79
					Year-to-date	
				2020	2020	
				Actual	Budget	Variance
Gross Profit				\$542,859.44	\$562,145.61	-\$19,286.17
Expense				\$1,317,717.53	\$1,518,847.98	(\$201,130.45)
Net Income (Loss)				(\$774,858.09)	(\$956,702.37)	\$181,844.28

- \$8630.25 over in Member Revenue
- \$14,084.50 under in Guest Revenue (COVID – access/travel)
- \$14,093.28 under in Daily Cart Revenue (Guest & Unlimited)
- \$16,734.66 under in Merchandise Revenue (Lobbies closed 3/19)
- \$10,935.67 under in Costs of Sales
- \$16,004.11 under in Salaries (staffing)
- \$9245.35 under in Benefits (staffing)
- \$3573.60 under in Personnel (timing)
- \$19,035.16 over in Operating Supplies (timing – under YTD)
- \$41,801.92 under in Maint. Costs (timing – \$25K Toqua Paving)

# Golf Capital Requests

- ▶ No Capital Requests this month
  - ▶ Prior Month
    - Trackman was approved and has been ordered
    - Tanasi rough mower was approved and has been ordered
  - ▶ Outstanding Capital Items for 2020
    1. Toqua Fairway Mowers – \$115,000
    2. Toqua Green Fan Replacements – \$10,000
    3. Toqua Out-front Mower-Blower – \$30,000
    4. Tanasi Bunker Rake – \$25,000
    5. Kahite Greens Rollers – \$20,000
    6. Kahite Tee Mowers – \$15,000
- \*\$65,000 for Utility vehicles deferred for Trackman



## Golf Operations Updates

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**Tellico Village Golf**  
**World Class Golf at a Value**

**Develop Golf Course Value Statement** – complete with GAC by August 30<sup>th</sup>

- a. Qualify and Quantify for golfers and non-golfers alike
  - i. Golf and Recreation
    - 1. Parkland environment – develop plan for non-golf access for walkers, etc.
    - 2. Mental health and well-being
  - ii. Added Property Value
  - iii. Protected Greenspace
    - 1. Audubon Sanctuary Program
    - 2. Golf takes care of Clubhouse grounds and numerous areas of common property throughout the Village
  - iv. Neighborhood Drainage System
  - v. Golf Pro Shop and Gift Shop

# 2021 Golf Rate Strategies

- Plan is to explore every option to provide the best golf experience possible while maximizing revenue

	2020	2021	2022	2023	2024	2025
Daily Member - 18	27.25	27.80	28.35	28.92	29.50	30.09
Daily Member After 2pm	18.50	18.87	19.25	19.63	20.02	20.43
Daily Member 9 - Hole	16.50	16.83	17.17	17.51	17.86	18.22
Daily Junior 18	0.00	-	-	-	-	-
Daily Junior 9 Hole	0.00	-	-	-	-	-
Prepaid Member 18	26.00	26.52	27.05	27.59	28.14	28.71
Prepaid Member After 2pm	17.50	17.85	18.21	18.57	18.94	19.32
Prepaid Member 9-Hole	15.50	15.81	16.13	16.45	16.78	17.11
Prepaid Junior 18	0.00	-	-	-	-	-
Prepaid Junior 9 Hole	0.00	-	-	-	-	-
Unlimited Member After 2:00pm	515.00	525.30	535.81	546.52	557.45	568.60
Unlimited Member Ind	2,100.00	2,142.00	2,184.84	2,228.54	2,273.11	2,318.57
Unlimited Member Fam	3,100.00	3,162.00	3,225.24	3,289.74	3,355.54	3,422.65
Guest Cart	17.00	17.34	17.69	18.04	18.40	18.77
Daily Cart	14.50	14.79	15.09	15.39	15.70	16.01
Prepaid Cart	13.75	14.02	14.30	14.59	14.88	15.18
Unlimited Member Ind	1,950.00	1,989.00	2,028.78	2,069.36	2,110.74	2,152.96
Unlimited Member Fam	2,700.00	2,754.00	2,809.08	2,865.26	2,922.57	2,981.02
Daily Path	11.25	11.48	11.70	11.94	12.18	12.42
Prepaid Path	10.00	10.20	10.40	10.61	10.82	11.04
Unlimited Member Ind	1,350.00	1,377.00	1,404.54	1,432.63	1,461.28	1,490.51
Unlimited Member Fam	1,950.00	1,989.00	2,028.78	2,069.36	2,110.74	2,152.96
Daily Range	5.00	5.10	5.20	5.31	5.41	5.52
Unlimited Range Ind	375.00	382.50	390.15	397.95	405.91	414.03
Unlimited Range Fam	500.00	510.00	520.20	530.60	541.22	552.04



# 2021 Golf Rate Strategies

## ► Unlimited Golf Updates

- Individual
  - 128 sold YTD
  - 81 rounds for breakeven
  - 41 rounds average through end of May
- Family
  - 48 sold YTD
  - 119 rounds for breakeven
  - 82 rounds average through end of May
- After 2 p.m.
  - 211 sold YTD
  - 18 rounds for breakeven
  - 19.5 rounds average through end of May
- Public
  - 24 sold YTD
  - 22 rounds to breakeven
  - 11 rounds average through end of May

# Long-Range Improvement Plan

- ▶ **Develop Long-Range Improvement Plan for each Golf Course and Clubhouse Grounds Facility by August 30<sup>th</sup> which will serve as foundation for future Capital Budgets requests**
  - Statement of Business Needs by 2021
  - Business Plan for Teaching-Fitting-Simulator Facility
  - Alternative Golf Transportation i.e. Finn Cycles
  - LRIP Master Plan that can prioritize and work towards in future
  - Incorporate Par 3 Course into each facility
  - Kahite Playability – finalize plan for Bunker renovation project
  - Tanasi – finish bunkers and finalize plan for cartpath repairs
  - Toqua Driving Range
    - Expand range pad and artificial surface

# Maintenance Guidelines

- ▶ **Develop Maintenance Guidelines for each Golf Course and Clubhouse Grounds Facility by August 30<sup>th</sup>**
  - Qualify and Quantify all maintenance activities
  - Maximize the First Impression and Overall Golf Course Experience
  - Continuing Education a must for entire management team – PGA, GIS, etc.
  - Golf Course Maintenance–Golf Experience Scorecard
    - Develop rating system and conduct at peak season
    - Refine data management systems for golf course maintenance activities



### **Tellico Village Golf Operations Update – 5/31/2020**

First and foremost, we want to thank the entire golf community for keeping golf a safe haven in Tellico Village.

We are excited to announce the Board of Directors has approved **Phase 2 COVID-19 Golf Operations, which will go into effect on Monday, June 1<sup>st</sup>**. The primary changes are related to Golf Shop operations and golf carts.

#### **Golf Shop Operations**

We will be reopening the golf shop lobbies for check-in and retail shopping in adherence with state guidelines.

- We ask that you stay home if you have any COVID-19 symptoms or have been exposed to anyone with COVID-19 in the last 14-days.
- We encourage everyone to check-in via the golf shop, but we will still be able to process via telephone.
- As a convenience and social distancing precaution, all league play will be automatically checked-in prior to your round unless you cancel in advance.
- Traffic flow – please enter the golf shop through the main clubhouse entrance and exit through the golf shop side door.
- Social Distancing – please abide by all postings and placards.
- We will continue to disinfect all touch points. Sanitizing stations are available at all locations.
- Golf shop merchandise will continue to be marketed via social media and on the [www.golftellicovillage.com](http://www.golftellicovillage.com).
- Golf shop purchases can be made online or via telephone with delivery options available.



#### **Golf Carts**

- We have fabricated and installed a barrier system in the golf carts so we can most effectively and safely return to two-persons per cart. **These dividers can be pinned up or rolled up for storage; please see a member of the golf staff to adjust up or down.**
- Two persons per cart will lead to more tee time availability and therefore a greater likelihood of fulfilling tee time requests.
- We will also continue to afford the option of a solo cart for a modest surcharge of \$5 per nine holes.
  - Carts are still first come first serve.
  - Private carts are exempt.
  - Does not apply to second cart in a threesome.
- We will continue to disinfect golf carts prior to use. Divot bottles and scorecards will be placed back on the golf carts and disinfected accordingly.



#### **Additional**

- Shotgun starts – guidelines now allow for groups of up to 50 persons so we will carefully bring back shotgun starts taking social distancing into consideration.
- Range balls – we will be shifting back to a token system to be placed in baskets, all of which will be disinfected between users.
- All non-essential items will remain off the golf course to remove any unnecessary touch points for the time being.

#### **Golf Calendar Updates – please stay tuned for additional updates**

- Parent-Child on Father's Day Sunday, June 21<sup>st</sup> @ Toqua – tee times starting at Noon
- 2020 Palmer Cup set to begin on Wednesday, June 24<sup>th</sup> @ Toqua Golf Club
- Independence Day Scramble – Saturday, July 4<sup>th</sup> @ Toqua Golf Club – TBD
- Junior Golf Camp – Monday, July 6<sup>th</sup> – Friday, July 10<sup>th</sup>
- Lions Club - August 1<sup>st</sup> @ Toqua GC
- Smoky Mountain Service Dogs - August 29<sup>th</sup> @ Toqua GC
- Hopewell Fire Department - September 12<sup>th</sup> @ The Links at Kahite
- MGA Member-Member - September 26<sup>th</sup> & 27<sup>th</sup> @ Toqua GC & The Links at Kahite
- MACA - October 10<sup>th</sup> @ The Links at Kahite
- Men's Member-Guest - October 20<sup>th</sup> – 23<sup>rd</sup> @ Toqua GC & The Links at Kahite

\*\*\*We appreciate your patience and understanding as we work to navigate these difficult times as this remains a fluid situation where everything is subject to change.\*\*\*

Your Golf Management Team

# Golf Calendar Updates

Please stay tuned for additional updates as a number of golf events have already been postponed to later in the year due to COVID-19. These include:

- ▶ **Parent-Child on Father's Day Sunday, June 21<sup>st</sup> @ Toqua – tee times starting at Noon**
- ▶ **2020 Palmer Cup set to begin on Wednesday, June 24<sup>th</sup> @ Toqua Golf Club**
- ▶ **Independence Day Scramble – Saturday, July 4<sup>th</sup> @ Toqua Golf Club – TBD**
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- ▶ **Hopewell Fire Department – September 12th @ The Links at Kahite**
- ▶ **MGA Member-Member – September 26th & 27th @ Toqua GC & The Links at Kahite**
- ▶ **MACA – October 10<sup>th</sup> @ The Links at Kahite**
- ▶ **Men's Member-Guest – October 20<sup>th</sup> – 23<sup>rd</sup> @ Toqua GC & The Links at Kahite**

# Beautification Fundraising

- ▶ Last update was that \$3080 was collected through the Golf Shops
- ▶ Will get some more exposure with article by the News Herald and article in Newsletter as well
- ▶ Fall Golf Event could still be a possibility as well
- ▶ POA should be cutting check this week



## Beautification Fundraising Event

In lieu of a Beautification Golf Tournament the Beautification Committees will be taking donations to support community improvement projects for 2020. You can simply drop your donation off at any of the golf pro shops (make checks out to TVPOA) plus we will be running a Beautification Golf Week beginning on Monday, April 20<sup>th</sup> – Sunday, April 26<sup>th</sup> where you can also donate when checking in for your round of golf. The pro shops can add your donation from your prepaid account, or from your credit card transaction when you call.

The three Beautification Committees at Toqua, Tanasi and Kahite take care of all the beautification beds throughout the golf courses. They also contribute to numerous landscape and building improvement projects throughout the village as well as their involvement with the Audubon Sanctuary Program at our golf course. Please help out the Beautification committees keep Tellico Village beautiful and make a donation today!





## Golf Course Updates

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# Golf Course Updates

- ▶ General Golf Course Updates
  - Toqua Golf Club
  - Tanasi Golf Club
  - The Links @ Kahite
- ▶ Tanasi and Kahite Bunker Updates
- ▶ LRIP and Maintenance Guidelines
  - Kahite Bunker Project 2021 and beyond



# Golf Marketing–Communications

- ▶ Monthly 'Tellico Village Golf Talk' via TVB
- ▶ Updating Brochure and Website
- ▶ SE Golf Online and Golfing Guy

## ABOUT TELLICO VILLAGE

Tellico Village is a lakefront community that offers a unique combination of natural beauty, outstanding recreational facilities, and proximity to the benefits of a thriving city.

Nestled in the foothills of the Great Smoky Mountains, Tellico Village comprises nearly 5,000 acres along Tellico Lake. Established in 1986, it has become one of the premier golf and water communities in the southeast. Its three private championship golf courses offer a pristine resource for boating, fishing, and swimming. Other amenities include a state-of-the-art wellness center, Har-Tru tennis courts, pickleball, indoor and outdoor swimming pools and a library. The Tellico Village Yacht Club offers casual upscale dining in one of the most beautiful settings in East Tennessee.

Just 31 miles from Knoxville—home to the University of Tennessee—Tellico Village has 8,800 residents who come from all over the United States. Together they have created a friendly, welcoming community.

## TOQUA GOLF COURSE

200 Toqua Club Way  
Loudon, Tennessee 37774  
(865) 458-6546  
@toquagolf

## TANASI GOLF COURSE

450 Clubhouse Point  
Loudon, Tennessee 37774  
(865) 458-4707  
@tanasisgolf

## THE LINKS AT KAHITE

400 Kahite Trail  
Vonore, Tennessee 37885  
(865) 408-2639  
@kahitegolf

[www.golftellicovillage.com](http://www.golftellicovillage.com)

@tellicogolf

865-458-7061

info@tvpca.org www.tellicovillage.org  
© 202 Chota Road Loudon, Tennessee 37774

World-class Golf  
at a Value



Tellico Village is home to three of the most beautiful and challenging championship golf courses in East Tennessee. All three courses were designed by the prestigious firm of Ault, Clark, and Associates, architects of some of America's greatest courses.

## TOQUA GOLF COURSE

Toqua is a beautiful golf course cut through a forest on Tellico Lake. You have everything from tree-lined holes to a links setting on the lake. The genius of the course is that it is playable for all levels of golfers.

The Toqua course offers a driving range, short-game practice area and practice putting green. It has a brand-new clubhouse that opened in 2019, as well as a pavilion that is used for tournaments, banquets, and other large gatherings and events. The new clubhouse features a Golf Pro Shop and sports bar-themed restaurant that provides a spacious veranda for post-play food and refreshments.

Toqua has hosted numerous Tennessee Golf Association events—including the 2005 Senior Amateur Championship, the 2009, 2011 and 2018 Four-Ball Championships and the 2009, 2011, and

2017 Senior Four-Ball Championships—as well as the 2008, 2009, and 2010 PGA Tour Nationwide Knoxville Open Qualifier.

## TANASI GOLF COURSE

Tanasi was the second of the Tellico Village courses to open. It has a fun and contemporary layout that winds through the Tanasi neighborhood, and even has some holes that run over and alongside parts of Tellico Lake.

Tanasi offers options for players of all ages and skillsets, as well as a selection of tees to best fit your game. Our Black Championship tees measure 6,731 yards, while our yellow tees offer a fun short course at 4,486 yards. Tanasi is a fun course to play with wide fairways, large flat landing areas and big undulating greens.

Tanasi also has an expansive putting green with large undulations that mimic the greens you will encounter throughout the golf course. The Tanasi Clubhouse includes an excellent restaurant that offers casual dining with beautiful views of Tellico Lake. The wrap-around porch invites you to relax and enjoy the spectacular lake and golf course view while you dine.

## THE LINKS AT KAHITE

Opened in 2002, the Links at Kahite is Tellico Village's hidden gem in Vonore, TN. The golf course is surrounded by Tellico Lake and offers breathtaking, panoramic views of the Great Smoky Mountains. It sits on over 200 acres of property and offers a variety of turfgrass species that adds difficulty and beauty on every hole. Kahite has six sets of tees that play from 7,170 yards to 4,435 yards to provide a variety of options and difficulty while making the experience fun and challenging.

Kahite features a practice facility that includes a driving range and practice putting green. The Kahite Pub & Grill offers casual dining and an outdoor patio with a great view.

In 2003, the Links at Kahite was nominated by Golf Digest as best new private course and has since hosted many Tennessee Golf Association events, including the 2009 and 2011 Four-Ball and Senior Four-Ball Championships, as well as the 2009 and 2010 PGA Tour Nationwide Open Qualifier.



# Other Business

- FINN Cycles were on site for demonstration and are in process for a trial basis



Next GAC meeting will be on Monday, July 13<sup>th</sup>  
@ 3:30 p.m. with goal to meet in person







A photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with soft, orange-tinted clouds. In the foreground, a dark silhouette of a shoreline is visible, with a small flag on a pole to the right. The text "Thank you? Any questions?" is overlaid in white, sans-serif font in the center of the image.

Thank you? Any questions?