



REPORT TO CITY COUNCIL

Approved by:

Joseph Hebert

Joseph Hebert, Interim Parks & Community
Services Director

Arnoldo Rodriguez

Arnoldo Rodriguez, City Manager

Council Meeting of: March 16, 2022

Agenda Number: B-7

SUBJECT:

Madera Golf Course Update

RECOMMENDATION:

This report is submitted for informational purposes only and there is no action requested from the City Council

SUMMARY:

The City and SGM entered into an agreement on November 1, 2009, effectively transferring all municipal golf course maintenance and operations to SGM Inc. dba Sierra Golf Management, Inc. (SGM). Council may recall the lease agreement with SGM was extended. The last extension of the agreement consisted of a sixth amendment to the lease agreement, approved by Council on March 17, 2021. The existing lease with SGM Inc. is set to expire on April 30, 2023.

SGM has provided an update to City staff recapping last year and updating on what is new for 2022 at the Madera Golf Course.

DISCUSSION:

2021 - Golf Course

Golf remained strong through 2021 with only a slight correction from the COVID-19 push that all golf courses received in 2020. Golf is gaining popularity in many segments of the population. This is a national trend and Madera Golf Course is following right along.

The following provides a summary as provided by SGM.

The superior course conditions, New Club Car Lithium Golf Carts, New Frequent Player Programs and Value Priced Rewards Program through the SGM Mobile App have positioned the Madera Golf Course for what should be a strong 2022.

The Madera Golf Course's new Superintendent, Jeremy Jordan, has done a superb job with course conditions and building a solid team of maintenance employees. The Madera Golf Course has increased wages and is actively finding new ways to incentive employees, as finding and retaining qualified employees has been a challenge.

As always, this time of year brings about a stouter focus to water needs. With the state being in the middle of another drought year, the Madera Golf Course can only hope for more precipitation in March. The Madera Golf Course continues to do their best to properly irrigate the golf course and use the best practices to not be wasteful.

2021 - Food and Beverage

Food & Beverage has seen the opposite effects of golf for 2021. Still reeling from COVID-19 restrictions and repairing not only the building but the degraded business from the prior operator, numbers still have not recovered. The Madera Golf Course has seen signs of recovery in increased event bookings for 2022, providing a slight light at the end of the tunnel.

Significant time and resources were spent on upgraded landscaping, parking lot and building improvements in and around the Clubhouse and Bar.

- *Retrofitted all parking lot lights and landscape up lighting with new LED lights.*
- *Installed new timers for all outside lighting.*
- *Removed dead trees in front of buildings and replaced with large rock scape.*
- *New bark in all landscape areas.*
- *New flowers and shrubs in landscape areas.*
- *Bar Remodel: New flooring, paint, light fixtures, fans, bar stools, tables and chairs.*

New for 2022

- *All new daily rates rolled out on January 1st.*
- *All new Frequent Player Programs rolled out on January 1st.*
- *New SGM Mobile App and Rewards Program rolled out on January 15th.*
- *Overseeding and Expanding Driving Range Hitting Area.*
- *New utility vehicles for the Maintenance Department.*
- *Update bathrooms in clubhouse.*

FINANCIAL IMPACT:

No financial impact associated with this report.

CONSISTENCY WITH THE VISION MADERA 2025 PLAN:

The information contained herein is not addressed by the Vision Madera 2025 plan, nor is the information in conflict with that plan.

ALTERNATIVES:

This report is for informational purposes only.

ATTACHMENTS:

1. Photographs of the Madera Golf Course provided by SGM





