ECONOMIC BENEFITS OF THE OAKMONT GOLF CLUB TO THE COMMUNITY OF *OAKMONT*

Town Hall Meeting February 26, 2018 East Recreation Center Presented by the OGC & the OVA • Barbara Robinson, OGC President

- Welcome
- Introductions
- Presentation of Drone Video

- Carolyn Bettencourt, OVA Board
- Greg Goodwin, OVA Board
- Kathleen Connolly, OVA Board
 - Welcome
 - Letter from OVA Attorney
 Malcolm Manwell

Rick Warfel, OGC Secretary

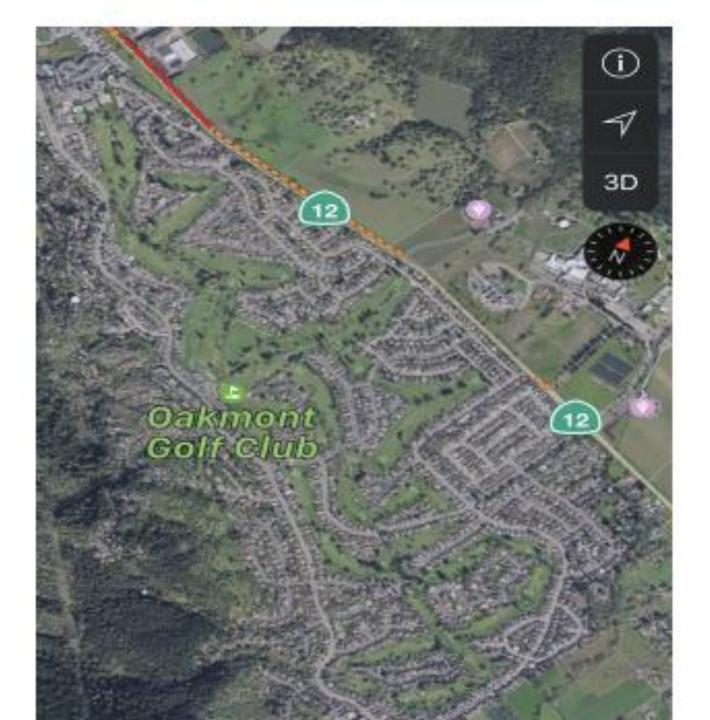
- UC Davis, Economics
- Economics Research Associates (ERA)
 San Francisco: 1989 2009
 - -Golf Courses
 - -Golf Communities
 - -Golf Resorts

WHAT ARE THE ECONOMIC BENEFITS OF THE OAKMONT GOLF CLUB TO THE COMMUNITY OF OAKMONT?

– 5 Primary Areas of Impact:

#1: OGC IS RESPONSIBLE FOR MAINTENANCE OF COMMUNITY STORM DRAINS & WATERWAYS

-See Photos







STORM DRAINS & WATERWAYS

- <u>Community Design</u>: Storm Drains Are Routed Through the Golf Courses
- After 50 Years, the Waterways Suffer From a Build-Up of Sludge, Cattails, and Arrowroot
- OGC Hired Clear Pond Solutions, Valley Lakes Residents Donated \$5,000
- <u>Key Point</u>: Since Effective Flood Control Benefits the Whole Community, Cost Sharing with the OVA Would Be Appropriate

#2: OGC MAINTAINS 250 ACRES OF SCENIC OPEN SPACE AREAS

- Natural Habitat for Wildlife
- Scenic Views for All Residents
- Lowers Overall Project Density
- Creates View Premiums
- Firebreaks (\$2 Billion Community)

#3: GOLF CLUB IS THE LARGEST AND MOST VALUABLE RECREATIONAL <u>AMENITY IN OAKMONT</u>

- 60% Public Play, Average Green Fee in the Low to Mid \$20's (Not High)
- Club Offers Good Value for the Money
- **350** Memberships (400 Members)
- SOCIAL CENTER FOR THE COMMUNITY:

–Parties, Banquets, Weddings, Concerts

-Restaurant, Charity Events, Sunset Cruises

SUNSET CRUISERS



MUSIC NIGHT AT THE QUAIL INN



#4: LIFESTYLE BENEFITS FOR THE WHOLE COMMUNITY

- Top brokers know, "You Don't Sell Lots and Houses, You Sell a Lifestyle."
- Lifestyle Benefits of the Golf Courses:
 - -Scenic Views, Upscale Image
 - -Sense of Activity and Energy
 - -Attracts a Diverse Range of Age Groups
 - -Attracts New People to the Community
 - Promotes an "Active" Image in an "Active-Adult Community

Oakmont Main Entrance Signage



#5: OTHER COMMUNITY ECONOMIC IMPACTS

- Annual Operating Budget of about \$4 Million
- Club Employ About 50 People
- OGC Pays Sales and Property Taxes
- Club Supports Large Charity Events (Fawn Rescue, California State Grocers Association)
- Jr. Golf (H.S. & College Teams, Camps)
- Golf Courses Significantly Enhance the Value of Surrounding Residential Real Estate

ECONOMIC BENEFITS TO THE COMMUNITY

- OGC Maintains Storm Drains and Waterways
- Maintains 250 Acres of Scenic Open Space
- Maintains Firebreaks
- OGC is the Largest and Most Valuable Recreational Amenity at Oakmont
- Quail Inn is an Important Social Center
- Golf Courses Create Lifestyle Benefits That Promote an "Active-Adult" Community
- Golf Courses Enhance Property Values
- Club Generates Employment, Pays Taxes, Supports Local Charities, "Good Citizen"

REPORT FROM LOCAL BROKERS

• Alan Scott: McBride Realty

• Randy Ruark, Century 21

WHAT IS THE ESTIMATED ECONOMIC IMPACT OF THE GOLF CLUB TO THE COMMUNITY?

• Median Home Price in 2017: \$664K

 Assume Avg. Impact of the Golf Club on Property Values of 20% (Per NGF Study)

• Average Impact Per Household Is **\$133K**

Total for Oakmont:

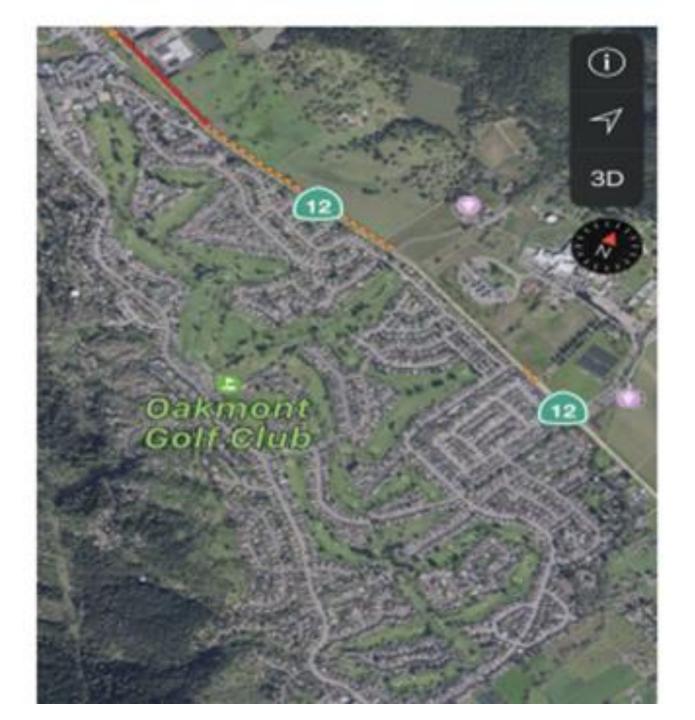
- 3,200 Homes X \$133,000 = **\$426 Million**

OTHER POSSIBLE CONSIDERATIONS FOR A FINANCIAL PARTNERSHIP

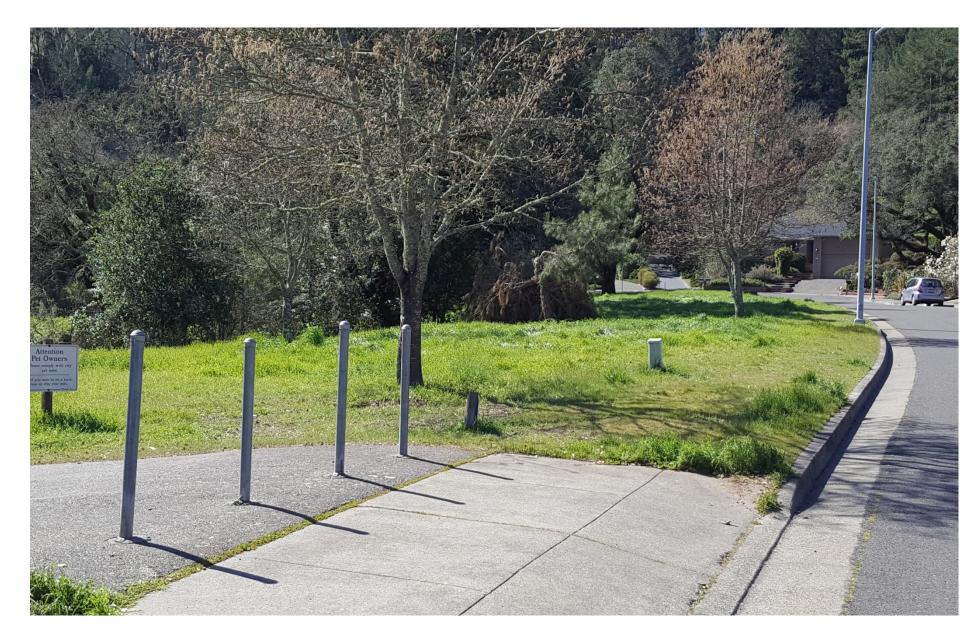
 Discounts on Food & Beverage at the Quail Inn

 Three Possible Dog Park Sites on OGC-Owned Land

Other Considerations As Well



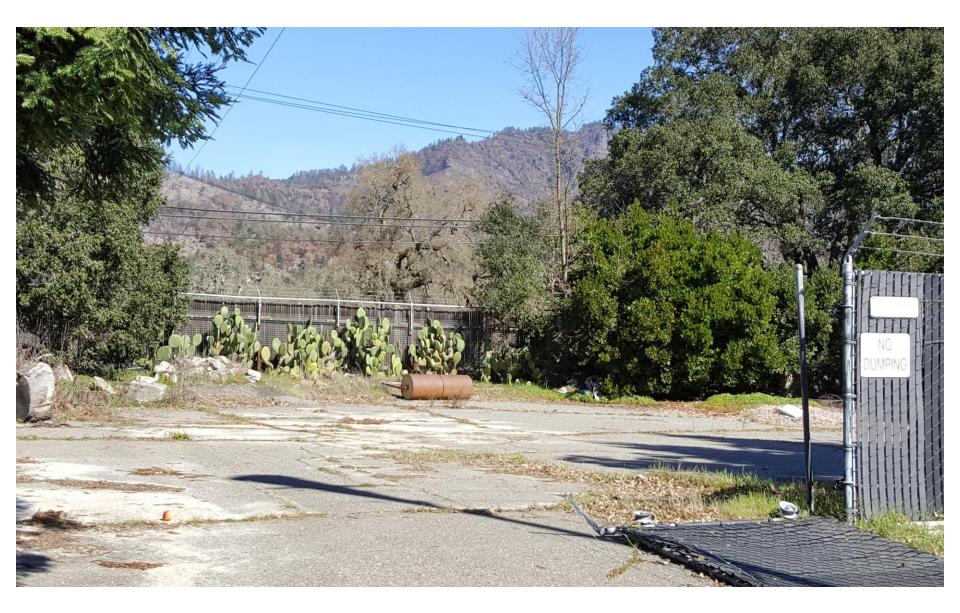
WOODLEY PLACE SITE (7 Acres)



OAKMONT DRIVE SITE (2 Acres)



OAK LEAF DRIVE SITE (1 Acre)



POSSIBLE DEAL TERMS

 Because the Elements of a Possible Partnership With the OVA are <u>Not</u> Known, –For Example, Dog Park?

 The OGC has <u>Not</u> Mentioned a Specific Amount of Funding

• The Following is an Illustrative Example Only

ILLUSTRATIVE EXAMPLE

- \$5 / Resident / Month
- \$284K Per Year With 4,700+ Residents
- Assuming This Level of Contribution, <u>Top Priorities of the OGC Would Be</u>:
 - Flood Control and Waterways
 - Improved Food & Beverage at the Quail Inn
 - Preservation of Over \$400 Million in Property Values and Our Community Lifestyle

RICH TREGLIA, F&B DIRECTOR & STAFF



QUAIL INN "MOVING FORWARD"

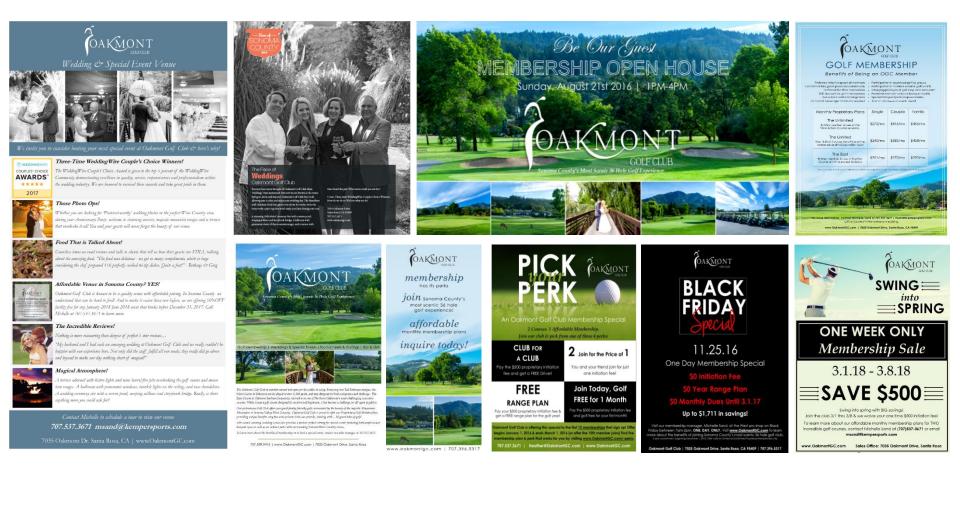
- Just Hired a New Chef de Cuisine
- Pizza Oven Introduced a Year Ago, Over 2,300 Pizzas Sold (6 -7 Per Day)
- Service Training for All Staff is On-Going.
- Future Changes Are Being Considered (We Are Listening)
- Plan to Increase Dinner Menu Choices
- Plan to Have Additional Take-Out Items
- Quail Inn Hours Will be 7am 7:30pm

OGC MARKETING EFFORTS

• John Theilade, General Manager / Director Of Golf

• Heather Peterson, "Salesperson of the Year" Kemper Sports Management

EXAMPLES OF IN-HOUSE MARKETING



Consistent property branding on all company advertising (logo, tagline, font, colors, style)

New, modern, user-friendly and regularly updated **websites** – *OakmontGC.com* &

WeddingsInSonoma.com (hover ad, calendar of events & more). Both websites equipped with links that encourage our guests to follow our Social Media pages.

S.E.O. (Search Engine Optimization) on both websites to enhance search results for our club (restaurant, golf, events).

Google AdWords online campaigns & keywords in place to increase online visitors.

Google Analytics set-up for both websites to track visitor activity (this allows us see who is visiting our websites, from what city/state, what day of week/time of day, what gender/age – we then use this information for targeted marketing)

Facebook, Instagram, Twitter & Pinterest are all being used to market our club in fun, interactive ways. Our followers are increasing weekly; we post over 70 posts a month. It's important to keep most of these posts light-hearted to keep followers. When we have important information to get out, we boost the posts to maximize exposure. We can target location, age, gender – depending.

Events are posted to **Nextdoor, Facebook, Instagram**, our **website**, the Oakmont News, Evensi, eblasts, physically on property (table tents, bulletin boards, front entrances & more)

E-blasts: Designed on property, mailed-out regularly, inform public and members on special events, club updates, membership specials & general information on the restaurant, banquets/weddings. Contests to increase our database (currently over 12,500) Tee time links are emailed out via GolfNow weekly to their local database.

GolfNow is used on a regular basis to maximize public golf rounds for the East & West Course – *GollfNow* also advertises our membership specials & upcoming events to their own local database and is in constant communication with our Marketing Director to keep information updated.

- **Company brochures**, membership rack cards, wedding pamphlets, quality linen folders
- Preferred Guest Passes all branded & used to advertise our property when networking at the local Visitor Bureaus, local hotels, wineries, wedding expos & more.
- Every Door **Direct Mailers** designed in house, printed & mailed to households annually (targeting age, income, location) Advertising membership & cross promoting the Restaurant, Banquets, Tournaments/Outings. (Inviting them to Member Open House, Member for a Day)
- Companies like **Golf Moose** are used to offer discounted golf packages to large golf databases (our first year running a special with them \$30,000 was generated)
- We **advertise** on www.herecomestheguide.com, www.theknot.com, www.weddingwire.com. These are some of the top websites used by brides searching for venues. We are also listed on other sites, but we do not pay for top placement.
- **Awards**: Oakmont Golf Club has received the WeddingWire Couple Choice Award 3 years in a row. 5 stars on Yelp & theknot.com and in 2016 OGC's Heather Peterson won the National KemperSports Sales Person of the Year Award Kemper has over 400 properties in the US.
- Advertising: Full-page annual ad in the *Sonoma Magazine*, Sunday ads in the *Press Democrat*, quarterly ads in the *North Bay Biz* magazine, full page ad in the *Oakmont News* two times a month.
- 6 month run each year on the **Radio** with **KSRO**.
- You can also find us in *The Golf Guide, Santa Rosa Visitors Guide & Map*, and occasional *NCGA* E-Features.
- We have partnered with *Bodega Bay* on NCGA e-features and full page Wedding spreads. And with Bodega & **St Francis Winery** on *KemperClub* promotions that are advertised to *KemperSports* email Database.