

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

- Community Design: 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
- **Key Point: 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 AMENITY IN OAKMONT

- 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 Not Known,
—For Example, Dog Park?
- The *OGC* has Not 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,
Top Priorities of the OGC Would Be:
 - 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



We invite you to consider hosting your next special event at Oakmont Golf Club & here's why!



Three-Time WeddingWire Couple's Choice Winners!

The WeddingWire Couple's Choice Award is given to the top 5 percent of the WeddingWire Community demonstrating excellence in quality, service, responsiveness and performance within the wedding industry. We are honored to receive these awards and take great pride in them.

Those Photo Ops!

"Whether you are looking for 'Picture-perfect' wedding photos or the perfect Wine Country view during your Anniversary Party, welcome to stunning scenery, majestic mountain ranges and a terrace that overlooks it all! You and your guests will never forget the beauty of our views."

Food That is Talked About!

Countless times we read reviews and talk to clients that tell us how their guests are STILL talking about the amazing food. "The food was delicious - we got so many compliments, which is huge considering the chef prepared 150 perfectly cooked top-of-the-line dishes. Quite a feat!" - Bethany & Greg

Affordable Venue in Sonoma County? YES!

Oakmont Golf Club is known to be a quality venue with affordable pricing. In Sonoma County, we understand that can be hard to find! And to make it easier than ever before, we are offering 50% OFF facility fees for any January 2018 (Jan 2018 event that books before December 31, 2017). Call Michelle at 707.537.3671 to learn more.

The Incredible Reviews!

Nothing is more reassuring than degrees of perfect 5 star reviews...

"My husband and I had such an amazing wedding at Oakmont Golf Club and we really couldn't be happier with our experience here. Not only did the staff fulfill all our needs, they really did go above and beyond to make our day nothing short of magical!"

Magical Atmosphere!

"A terrace adorned with string lights and nine barrel fire pits overlooking the golf course and moon rise ranges. A ballroom with panoramic windows, twinkling lights on the ceiling, and new chandeliers. A wedding ceremony site with a serene pond, weeping willows and cherry-blossom bridge. Really, in these things more you could ask for!"

Contact Michelle to schedule a tour to view our venue

707.537.3671 msand@kempersports.com

7035 Oakmont Dr. Santa Rosa, CA | www.OakmontGC.com



The Oakmont Golf Club is member-owned and open to the public to enjoy. Featuring two full clubhouse designs, the View Center at Oakmont can be placed at over 1000 yards, and was designed to both impress and challenge. The View Center at Oakmont has been lovingly restored to its original 1960s clubhouse with all the amenities and services you need to make your event a success. With a view of the golf course and clubhouse, it has become a challenge for all your guests. Our picturesque Golf Club offers you a great place to enjoy the beauty of the majestic Magician Mountain in Sonoma Valley Wine Country. Oakmont Golf Club is proud to offer our Pinnacle Golf Membership, providing unique benefits to our members, including access to the clubhouse, golf course, and more. We are a member-owned and operated club, and we are an ideal venue for your next event. Contact us today to learn more about the benefits of membership or to book a special event. Contact us today at 707.537.3671.

707.537.3671 | www.OakmontGC.com | 7035 Oakmont Drive, Santa Rosa



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PICK PERK

An Oakmont Golf Club Membership Special

2 Courses, 1 Affordable Membership, Join our club & pick from one of these 4 perks:

CLUB FOR A CLUB Pay the \$500 proprietary initiation fee and get a FREE Drive!	2 Join for the Price of 1 You and your friend join for just one initiation fee!
FREE RANGE PLAN Pay your \$500 proprietary initiation fee & get a FREE range plan for the golf year!	Join Today, Golf FREE for 1 Month Pay the \$500 proprietary initiation fee and golf free for your first month!

Oakmont Golf Club is offering this special to the first 15 memberships that sign up! Offer begins January 1, 2018 & ends March 1, 2018 for the 15th member joining! Read the membership plan & perk that works for you by visiting www.OakmontGC.com or call 707.537.3671 | Heather@OakmontGC.com | www.OakmontGC.com

BLACK FRIDAY Special

11.25.16

One Day Membership Special

\$0 Initiation Fee
\$0 Year Range Plan
\$0 Monthly Dues Until 3.1.17

Up to \$1,711 in savings!

Visit our membership manager, Michelle Sand at the first pay-drop on Black Friday between Thanksgiving and ONE DAY ONLY! Visit www.OakmontGC.com to learn more about the benefits of joining Sonoma County's most scenic 36 hole golf club. For more information, contact Michelle Sand at 707.537.3671 | Michelle@OakmontGC.com | 7035 Oakmont Drive, Santa Rosa, CA 95407 | 707.537.3671

OAKMONT GOLF CLUB

GOLF MEMBERSHIP

Benefits of Being an OGC Member

Monthly Proprietary Plans	Single	Couple	Family
The Unlimited Full Year membership fee of the Month & Golf Course privileges.	\$272/mo	\$416/mo	\$468/mo
The Limited View & Best Course Privileges (golfing, clubhouse, and all other amenities).	\$240/mo	\$360/mo	\$408/mo
The Basic Full Year membership fee of the Month & Golf Course privileges (golfing, clubhouse, and all other amenities).	\$201/mo	\$273/mo	\$297/mo

For more information, contact Michelle Sand at 707.537.3671 | Michelle@OakmontGC.com | 7035 Oakmont Drive, Santa Rosa, CA 95407

SWING into SPRING

ONE WEEK ONLY Membership Sale

3.1.18 - 3.8.18

SAVE \$500

Swing into spring with BIG savings! Join the club 3/1 thru 3/8 & save your one-time \$500 initiation fee!

To learn more about our affordable monthly membership plans for TWO incredible golf courses, contact Michelle Sand at (707)537-3671 or email msand@kempersports.com

www.OakmontGC.com Sales Office: 7035 Oakmont Drive, Santa Rosa

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, e-blasts, 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 – *GolfNow* 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.

