



INFORMATIONAL MEMORANDUM

TO: Community Development & Neighborhoods Committee

FROM: Rick Still, Parks & Recreation Director

By: Craig Zellerhoff, Parks & Recreation Business Manager

CC: Mayor Ekberg

DATE: August 20, 2019

SUBJECT: Foster Golf Links - Marketing Plan Update

ISSUE

Provide an update to the Committee on the Foster Golf Links Marketing Plan

BACKGROUND

Marketing Plan Update

The Foster Golf Links (FGL) Marketing plan has been in effect for approximately four years. There has been significant, measurable growth such as lengthening the golf season, improving course playability, and fee adjustment which is compatible and comparable to market level via dynamic pricing methods.

We continue to grow and expand with the knowledge gained from marketing insights and player feedback, which has resulted in more effective management and functionality within the golf course operations. This has ultimately increased golfer participation, engagement and retention.

Updates have recently been made in conjunction with the Marketing Plan. These include reformatting the Foster Golf Links website to simplify user experience. The development of a tournament brochure for prospective clients, as well as an increase in social media engagement via Facebook, Twitter, and Instagram.

Our efforts are to focus on the "WHY" to play golf for increase player retention and to keep customers engaged with the Foster Golf Links brand. FGL regularly broadcasts messages and discounts via email and text to our rewards members and subscribers. We have also begun a tournament series hosted by Foster Golf Links with Tukwila vendors as sponsors.

DISCUSSION

The purpose of this memorandum is to inform the Committee of updates being made to the Foster Golf Links Marketing.

INFORMATIONAL MEMO

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Staff has continued to seek means to increase revenue, player retention and engagement; implementing an Action Plan, improving playability, increasing the number of available programs and delivering excellent service and experiences are all examples of how past updates to the Marketing plan have successfully played a part in the overall improvement of Foster Golf Links.

FINANCIAL IMPACT

None

RECOMMENDATION

Discussion only.

ATTACHMENTS

- A. Facebook Statistics
- B. Google Statistics

EXHIBIT A

FOSTER GOLF LINKS MARKETING REACH

Facebook

Page Summary Last 28 days ▾

Export Data

Results from Jun 13, 2019 - Jul 10, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page *i*

June 13 - July 10

3

Total Actions on Page ▲200%



Page Views *i*

June 13 - July 10

450

Total Page Views ▲80%



Page Previews *i*

June 13 - July 10

37

Page Previews ▲147%



Page Likes *i*

June 13 - July 10

23

Page Likes ▲229%



Post Reach *i*

June 13 - July 10

8,328

People Reached ▲135%



Story Reach *i*

June 13 - July 10

Get Story Insights

See stats on how your Page's story is performing.

[Learn More](#)

Recommendations *i*

June 13 - July 10

35

Recommendations ▲21%



Post Engagements *i*

June 13 - July 10

3,342

Post Engagement ▲75%



Videos *i*

June 13 - July 10

4,047

3-Second Video Views ▲1366%





FOSTER GOLF LINKS MARKETING REACH

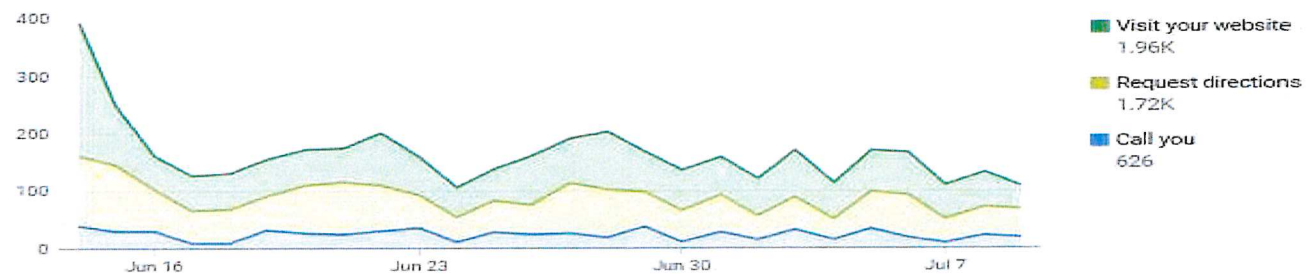
Google

Customer actions

The most common actions that customers take on your listing

1 month

Total actions 4.3K

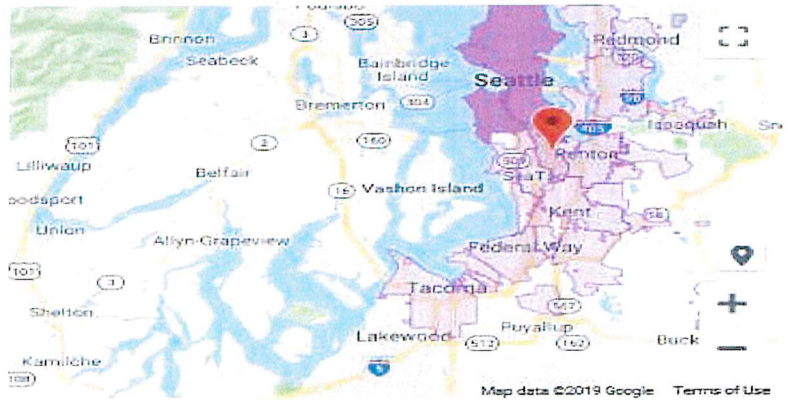


Directions requests

The areas where customers request directions to your business from

1 month

Seattle	505
Tukwila	168
Renton	94
Bellevue	67
Kent	64
Federal Way	63
SeaTac	53
Burien	48
Bryn Mawr-Skyway	28
Kirkland	27
Auburn	23
Cascade-Fairwood	20
Tacoma	20
Issaquah	16
Edgewood	15
Enumclaw	15



TESTIMONIALS

★★★★★ a month ago

"Great little golf course. Shorter than most with only 1 par five, but fun to play. Our Golf League plays there each week during the dry season:-)"

- Chet C

★★★★★ 2 months ago

"Very nicely groomed course. Not to challenging (for a duffer like me), lots of straight fairways. Kinda fun watching the trains go by while playing. The staff was friendly and accommodating. Did not eat at the restaurant this time but have in the past and found the food to be very good. This was my first time out this year and it was a great course to open on. Will certainly go back again."

- Ted G

★★★★★ a month ago

"This is my favorite golf course in the region, which can be busy on League days - but what course isn't? Well-maintained and always has a tee time for you and a couple friends. Not an elaborate course, but also not as easy as some would say. A bit shorter off the tee, but a good early season confidence builder for people just setting out. I like walking it due to the exercise, but they have carts to rent (for a sizeable charge). I would recommend this place to anyone who is looking to play golf in the region. The food inside the clubhouse is also very good."



INFORMATIONAL MEMORANDUM

TO: Community Development & Neighborhoods Committee

FROM: Rick Still, Parks and Recreation Director

BY: Craig Zellerhoff, Parks and Recreation Business Manager

CC: Mayor Ekberg

DATE: August 20, 2019

SUBJECT: Foster Golf Links – Golf Cart Update and Purchase

ISSUE

Provide an update to the Committee on the Foster Golf Cart replacement program.

BACKGROUND

The 2019-2020 budget includes \$25,000 for each year to continue the Golf Cart replacement program. Foster Golf Links (FGL) currently has 64 carts. Due to age and usage, the current fleet is requiring repairs on a regular basis leaving 50-54 carts available to customers on any given day.

FGL is in the process of replacing most of the older golf carts to reduce annual maintenance costs, to provide a better golf experience and to reduce the number of golf carts FGL rents annually to meet the golfer needs.

The carts have been purchased under the National Intergovernmental Purchasing Alliance (NIPA), which is similar to a state-bid purchasing process. The golf cart replacement plan was initially started in 2011 and was placed on hold due to budget reductions in 2016. Through the 2019-20 budget process, City Council approved leaving the Admission Tax in the FGL budget to enable the reinstatement of the cart replacement program.

Foster Golf Links (FGL) averages nearly 15,000 power cart rentals per year. Cart rentals are the 2nd largest revenue producer at FGL.

DISCUSSION

The replacement program for 2019-2020 budget, is to purchase 12 new EZ-GO TXT EFI carts, and trading in 15 of our oldest carts. By doing so, we will reduce the “down time” with carts taken out of service due to mechanical problems. It will also provide consistency within our fleet for ease of maintenance and transferability of parts. The new carts are equipped with a new engine which achieves 20 mpg more than the previous carts. The carts will be outfitted with hour meters, Club Pro bag covers, canopy top, USB ports and Foster Golf Links logo in accordance with the specs attached.

The carts will be purchased under the National Intergovernmental Purchasing Alliance (NIPA). EZ-GO and the City are members of NIPA which is similar to a state bid purchasing process. Additionally, since the carts will be rented back to the public, our resale certificate waives the sales tax charge on the purchase.

FINANCIAL IMPACT

The cost for the cart replacement plan has been included in the 2019-2020 operational budget for Foster Golf Links. We are utilizing the biennial of \$50,000 for a one-time purchase to for better pricing. The cost for 2019 will be \$49,980.

RECOMMENDATION

Council is being asked to forward this item to the Consent Agenda at the September 3, 2019 Regular Meeting

ATTACHMENTS

- A. EZ-GO Cart Information and Pricing

PACIFIC

GOLF & TURF

FLEET GOLF CAR PROPOSAL PRESENTED TO

Foster Golf Links

WWW.PACIFICGOLFTURF.COM

<p>PORTLAND, OREGON 14625 SE STARK ST PORTLAND, OR 97233 (503) 282-6022 (800) 368-9158</p>	<p>SNOHOMISH WASHINGTON 1818 BICKFORD, AVE SNOHOMISH, WA 98290 (360) 568-7798 (800) 368-9158</p>	<p>SPOKANE WASHINGTON 6206 E TRENT AVE BLSG 2 SUITE A SPOKANE VALLEY, WA 99212 (509) 879-5117 (800) 368-9158</p>
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A Textron Company



JOHN DEERE GOLF

Presented To:

Warren Orr

Foster Golf Links
13500 Interurban Ave South
Tukwila, WA 98168

Prepared By

Peter Trudeau

Sales Manager

(503) 313-3793

[ptrudeau@pacificgolfturf.com](mailto:p Trudeau@pacificgolfturf.com)

QTY	MODEL	VEHICLE COLOR	SEAT TYPE / COLOR
12	TXT GAS EFI	Ivory	Standard Factory Seat Tan

INCLUDED ACCESSORIES

QTY	ACCESSORY	ACCESSORY DETAILS / COLOR
12	Top Assembly	Tan
12	Wheel Covers	Gold
12	Standard Tire and Wheel	8" Standard Factory 4 Ply Tire and Wheel
12	Windshield	E-Z-GO Factory Split Windshield
12	Message Holder	
12	Club Pro Bag Covers	Tan
12	Hour Meter	Standard Factory Install
12	Premium Steering Wheel	Standard Factory Install
12	USB Ports	Standard Factory Install
2	Casual Tow Bar	
1	Manual Kit	
12	Factory Freight	
12	Fleet Installation / Local Delivery	

Any change to the accessory list must be obtained in writing at least 45 days prior to production date.

Location of Logo			Location of Numbers		Number Sequence	
11	Course Logo	Center Front Cowl				
22	Die Cut Numbers	One Per Side				to be determined

**Club is Responsible for logo artwork 45 days prior to fleet delivery*

SPECIAL CONSIDERATIONS

Acceptance of the above listed accessories and vehicle information

Accepted By: _____
Title: _____

Date: _____

Pacific Golf & Turf

Accepted By: _____
Title: _____

Date: _____



A Textron Company



Presented To:
Warren Orr
 Foster Golf Links
 13500 Interurban Ave South
 Tukwila, WA 98168

Prepared By
Peter Trudeau
 Sales Manager
 (503) 313-3793
 ptrudeau@pacificgolfturf.com

FINANCIAL DETAILS

QTY	MODEL	Terms	UNIT PRICE	TOTAL MONTHLY PRICE
12	TXT GAS EFI	Cash Purchase	\$ 5,990.00	\$ 71,880.00
			\$ -	\$ -
			\$ -	\$ -
			\$ -	\$ -
			\$ -	\$ -
NET TOTAL			\$	49,980.00

TRADE / LEASE TERMINATION

QTY	YEAR MODEL	CONDITION	VALUE PER CAR	TOTAL
15	2011 TXT Gas	Good	\$1,460.00	\$21,900.00
				\$0.00
				\$0.00
				\$0.00

FLEET INSPECTION REPORT

- 1- Customer acknowledges they have received a full inspection report (attached) detailing the current condition of the trade in / Lease return Vehicles
- 2- Customer understands that excess damages to Lease Termination vehicles will be added to the cost of the replacement fleet as specified in this agreement.
- 3- Customer understands that trade in values are based on the condition of the vehicles on the date of the fleet inspection.
- 4- Customer understands that this agreement is based on the condition of the vehicles at the time of inspection. Any damages or loss of vehicle accessories / chargers that occur between inspection and acceptance of new vehicles by Pacific Golf & Turf is the responsibility of the customer.

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Payment Schedule: Cash Purchase
 Expected Delivery: September 2019

Payment Months: Due Upon Delivery
 First Pay: Sep-2019

Additional Information:

PROPOSAL EXPIRATION DATE:

This Proposal is valid through 5/31/2019 delivery date is subject to change based on product availability.

TIMELINE REQUIREMENTS

Proposal Acceptance	
Updated Credit information (PGT or Lease Co.)	
Signed Lease Documents / Credit Approval	
Final Review Order Specifications, Delivery Timing	
Order New Vehicles	

Accepted By: _____

Date: _____

Title: _____

Pacific Golf & Turf

Accepted By: _____

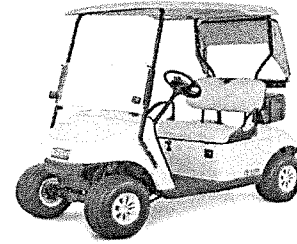
Date: _____

Title: _____



A Textron Company

MODEL: TXT FLEET GOLF CAR
TYPE: GASOLINE POWERED FLEET GOLF CAR
MODEL YEAR: 2019
Part No: 657061



PRODUCT SPECIFICATION

CONFIGURATION HIGHLIGHTS

- Engine: 13.5 hp (10.1 kW) per SAE J1940 standard, 4 cycle, 24.5 ci (401 cc) single cylinder, air-cooled
- **Valve Train:** Overhead valve
 - **Fuel System:** Closed-loop electronic fuel injection
 - **Lubrication:** Pressurized oil system, spin-on oil filter
 - **Ignition:** Electronic inductive spark
 - **Balancer:** Internal counter rotating balance shaft
 - **Air Cleaner:** Replaceable dry cartridge
- Electrical:** Starter/Generator, solid-state regulator, 12 Volt maintenance free battery (525 CCA, 85 minute reserve)
- Drive Train:** Automatic, continuously variable transmission (CVT)
- Brakes:** Dual rear wheel mechanical self-adjusting drum brakes. Single point park brake release with self-compensating system.
- Transaxle:** Differential with helical gears, ground speed governor, forward/reverse
- Capacity:** Seating for 2 persons

PRODUCT OVERVIEW

Dimensions

Overall Length	93.0 in (236 cm)
Overall Width	47.0 in (119 cm)
Overall Height (No Canopy)	46.5 in (118 cm) (Top of Steering Wheel)
Overall Height (With Canopy)	67.5 in (171 cm) (Top of Sun Canopy)
Wheel Base	66 in (168 cm)
Front Wheel Track	34 in (86 cm)
Rear Wheel Track	38.5 in (98 cm)
Gnd Clearance @ Differential	4.3 in (11 cm)

Vehicle Power

Power Source	4 Cycle 24.5 cu in (401 cc).
Valve Train	Single Cylinder OHV
Horsepower (kW)	13.5 hp (10.1 kW) Exceeds SAE J1940 Std.
Electrical System	Starter/Generator. Solid State Regulator
Battery (Qty, Type)	One, 12 Volt Maintenance Free
Key or Pedal Start	Pedal
Air Cleaner	Industrial Rated Dry Filter
Lubrication	Pressurized Oil System
Oil Filter	Spin On
Cooling System	Air Cooled
Fuel Capacity	5.96 Gallon (22.6L) Tank
Drive Train	Continuously variable transmission (CVT)
Transaxle	Differential with helical gears
Gear Selection	Forward-Reverse
Rear Axle Ratio	11.47:1 (Forward) 14.35:1 (Reverse)

Performance

Seating Capacity	2 Persons
Dry Weight	760 lb (344 kg)
Curb Weight	780 lb (354 kg)
Vehicle Load Capacity	800 lb (363 kg)
Outside Clearance Circle	19.0 ft (5.8 m)
Speed (Level Ground)	12 mph ± 0.5 mph (19 kph ± 0.8 kph)
Towing Capacity	3 Golf Cars with Approved Permanent Tow Bar

Steering & Suspension

Steering	Self-compensating rack and pinion
Front Suspension	Leaf springs with hydraulic shock absorbers
Rear Suspension	Leaf springs with hydraulic shock absorbers
Service Brake	Rear wheel mechanical self-adjusting drum
Parking Brake	Self-compensating, single point engagement
Front Tires	18 x 8.50 - 8 (4 Ply Rated) Tires
Rear Tires	18 x 8.50 - 8 (4 Ply Rated) Tires

Body & Chassis

Frame	Welded Steel. DuraShield™ powder coat
Front Body & Finish	Injection molded TPO
Standard Color	Ivory or Forest Green

Some items listed may be optional equipment



OPTIONS & FIELD INSTALLED ACCESSORIES (Installation not included)*

Item **Std Opt Fld**

TIRES & WHEELS:

Front:

Hole-in-One 18 x 8.50 - 8 (4 Ply Rated)	X		
Tour Max 18 x 8.50 - 10" Alloy Wheels		X	
USA Trail 18 x 8.50 - 8 (Load Range C)		X	

Rear:

Hole-in-One 18 x 8.50 - 8 (4 Ply Rated)	X		
Tour Max 18 x 8.50 - 10" Alloy Wheels		X	
USA Trail 18 x 8.50 - 8 (Load Range C)		X	

Wheel Covers:

Spoke, Silver		X	
Spoke, Gold		X	

COLORS:

Ivory or Forest Green	X		
Almond		X	
Black		X	
Flame Red		X	
Inferno Red		X	
Patriot Blue		X	
Metallic Charcoal		X	
Oasis Green		X	
Platinum		X	
Burgundy		X	
Electric Blue		X	
Sunburst Orange		X	
Bright White		X	

SEATING:

Seat Color (Oyster)	X		
Seat Color (Tan)		X	
Seat Color (Grey)		X	
Premium Seat(Mushroom)		X	
Premium Seat(Lt Beige)		X	

PIN STRIPES:

Pewter		X	
Black		X	
Gold		X	

Item **Std Opt Fld**

ELECTRICAL OPTIONS:

Fuel/Oil Gauge		X	
Unique Group Key Switch		X	
Unique Individual Key Switch		X	
USB Port		X	
Heavy Duty Battery		X	

OTHER OPTIONS:

Sweater Basket	X		
Fender Scuff Guard		X	
Heavy Duty Rear Suspension		X	
Front Bumper		X	
Cooler & Bracket			X
Sand Bottle			X
Sand Bucket			X
Side Basket (Single or Double)		X	
Tow Bar (Permanent)		X	
CE Kit, Gas			X
Tow Bar (Casual Use)			X
Sand Rake			X
Sand Rake Holder		X	
Club and Ball Washer			X
4 Bag Attachment			X
Premium Steering Wheel		X	

WEATHER PROTECTION:

Bag Cover Kit (Oyster)			X
Bag Cover Kit (Tan)			X
Bag Cover Kit (Green)			X
Bag Cover Kit (Black)			X
Sun Canopy (Top) Oyster			X
Sun Canopy (Top) Tan			X
Sun Canopy (Top) Black			X
Weather Enclosure (3 Side, Sun Canopy & Wdshld Req'd)			X
Windshield Flat (Clear) (Requires Sun Canopy)			X
Windshield Fold Down (Clear) (Requires Sun Canopy)			X
Message Holder (1 Piece, Requires Sun Canopy)			X
Double Message Holder (Requires Sun Canopy)			X
Rear View Mirror (Requires Sun Canopy)			X