

# 2024 Centennial Park Report

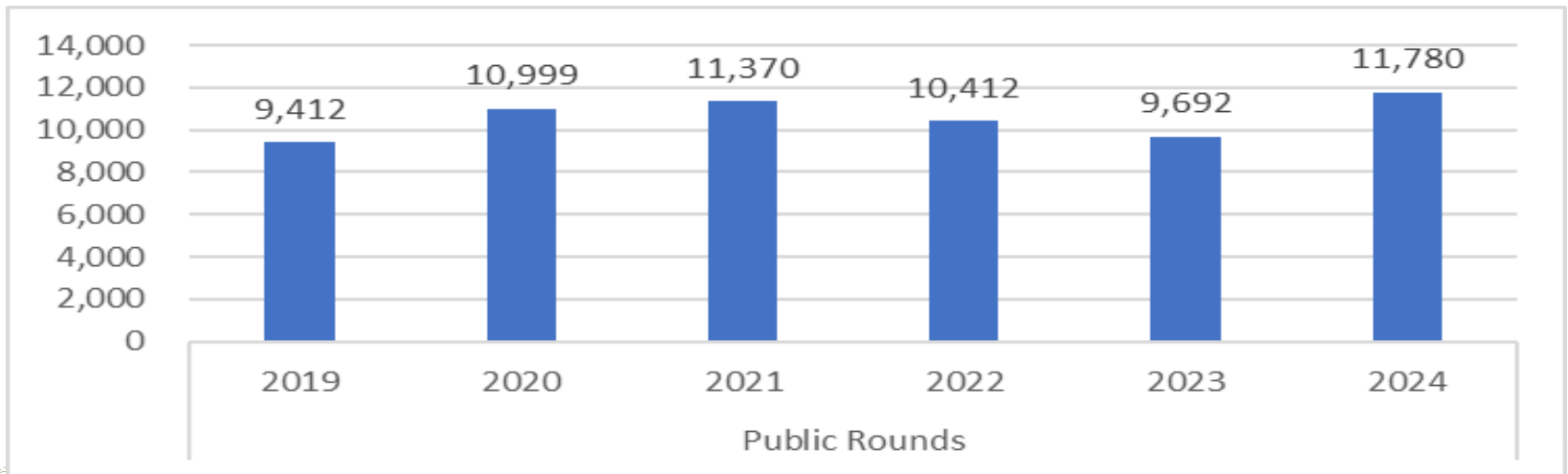
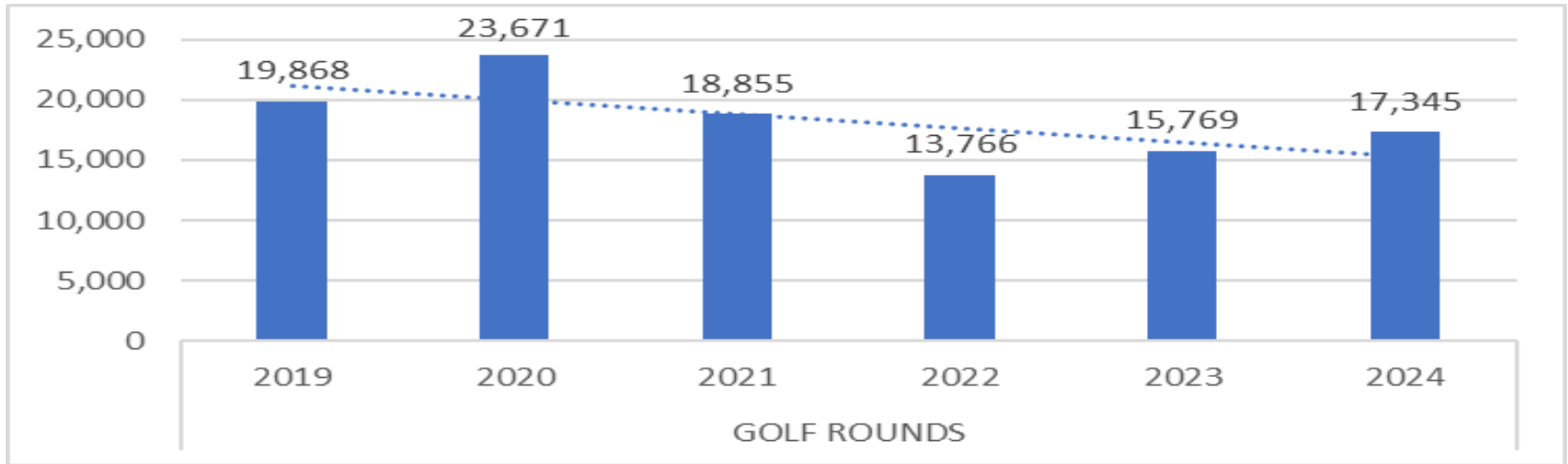


# GOLF

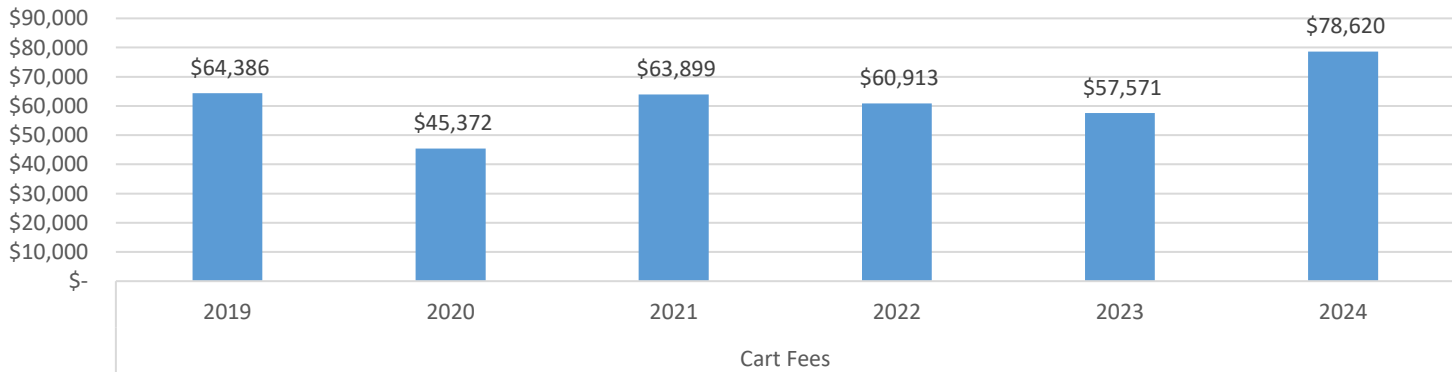
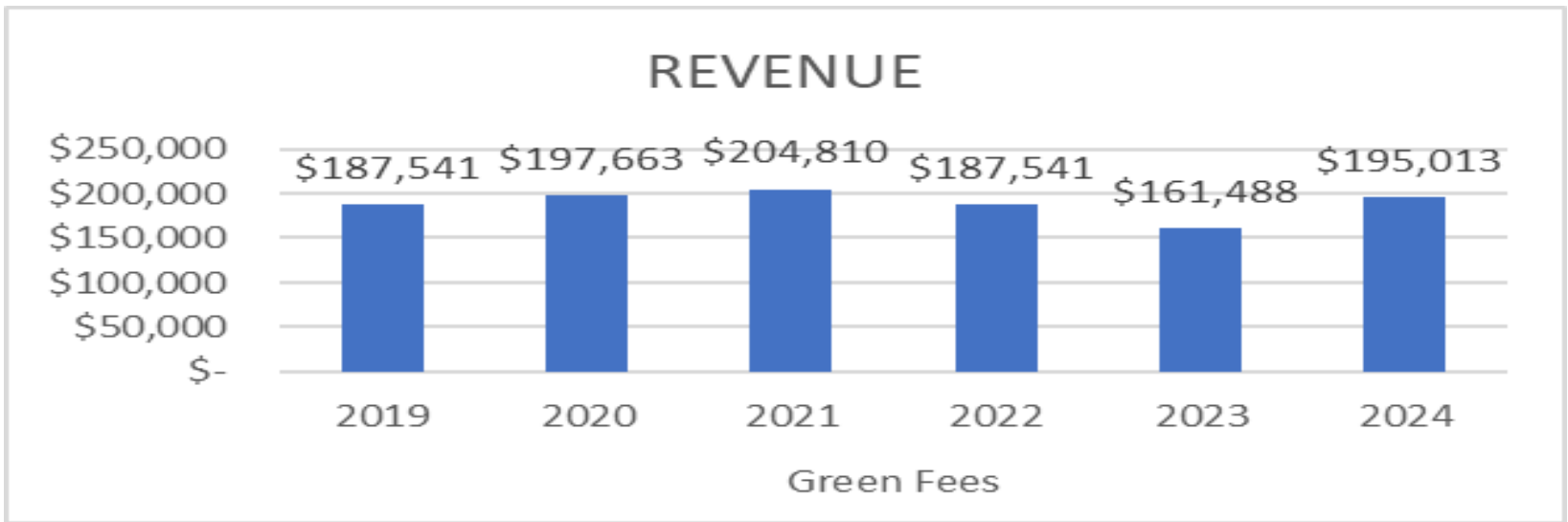


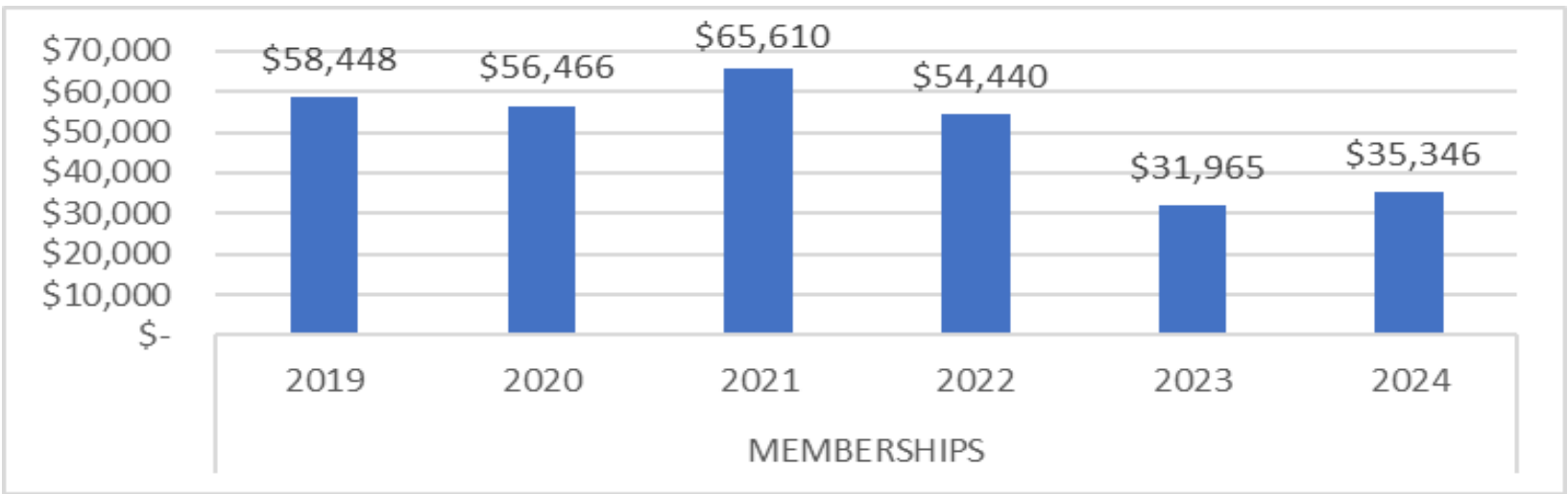
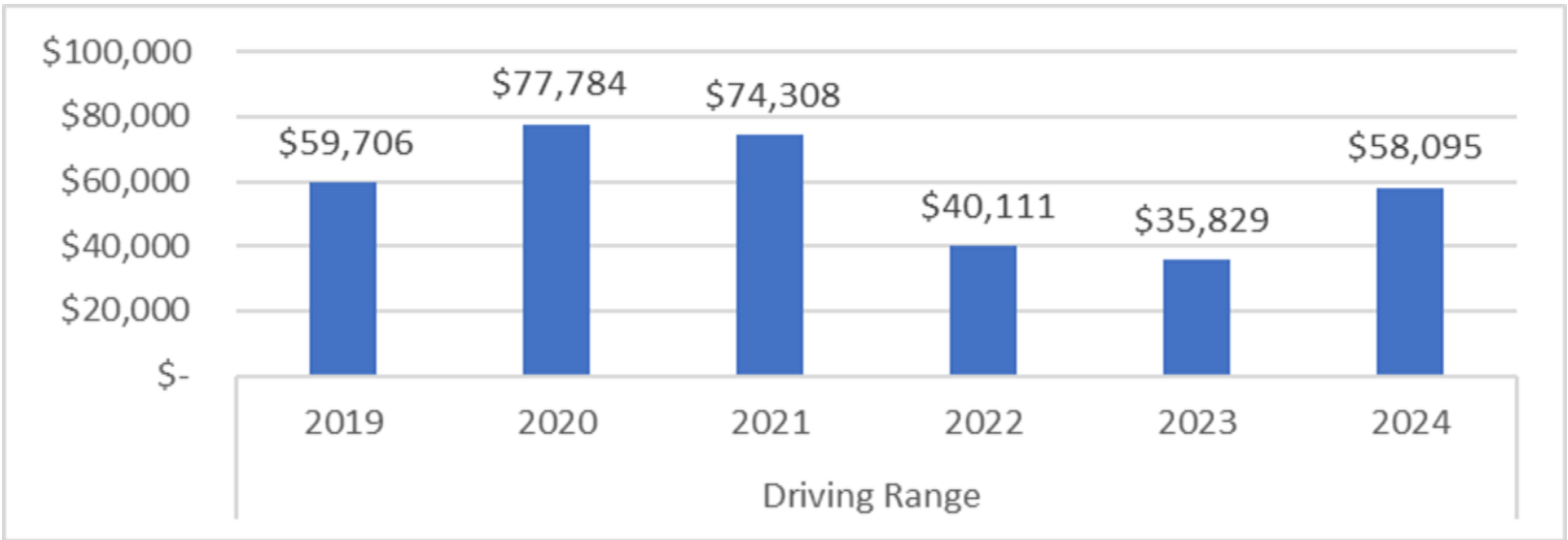
**CENTENNIAL PARK**  
*-an eco-friendly environment-*

# ROUNDS OF GOLF

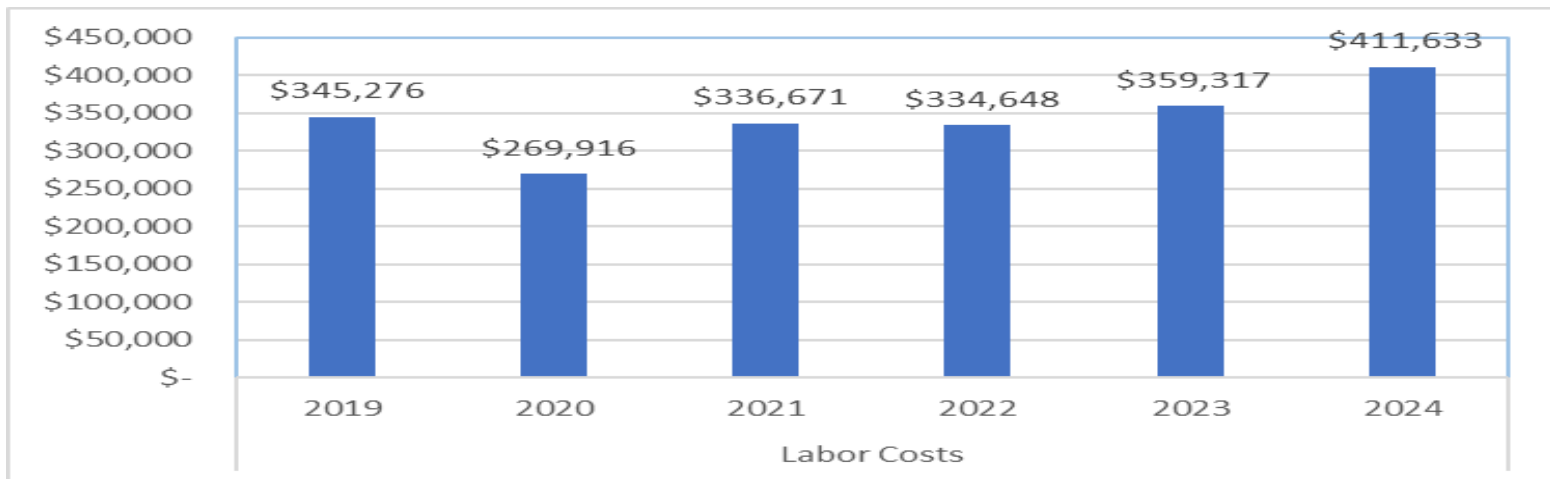
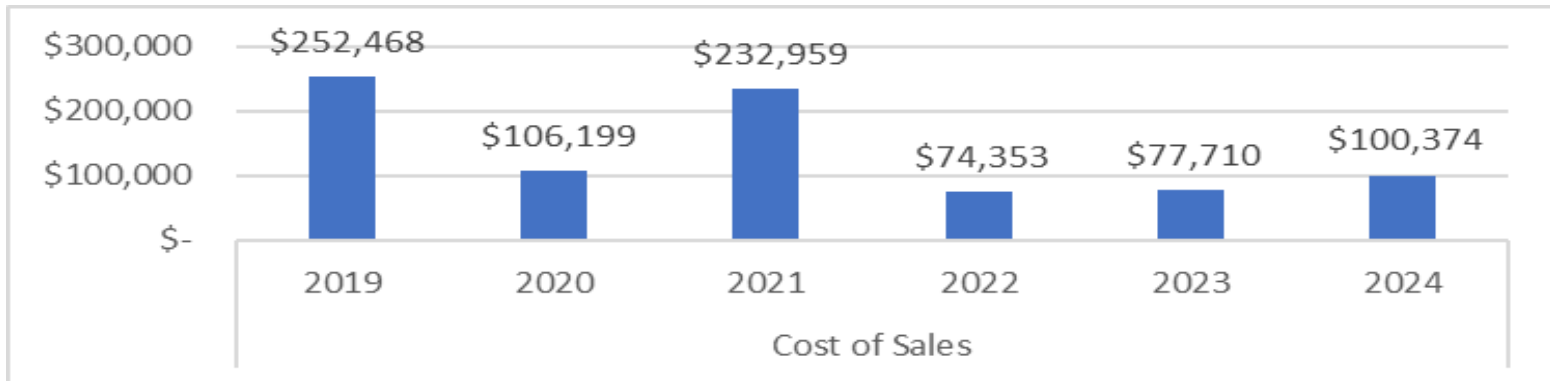


# GOLF REVENUE





# Costs



# OBSERVATIONS

- Centennial Park experienced a rebound in golf rounds, golf and driving range revenue this season due to several factors.
- Centennial Park golf staff aggressively relayed to customers and we also marketed to patrons through social media to register their vehicles in the pro shop upon arrival to avoid pay to park tickets. Pay to park tickets had a negative impact on public play in the previous season. We can attribute this to increased public rounds and an increase in driving range revenue.
- The increase in revenue did not flow through to the bottom line, as Centennial Park had to increase hourly staff pay rates year over year by about a \$1.25 per person on average. The pay increase was needed to keep quality staffing amid higher pay rates in neighboring communities, particularly in Illinois.
- Labor costs were also up due to the increased course play, particularly in Q1 when warmer than expected weather in the area opened the course in January and February. The warmer weather forced Centennial to incur unexpected labor expenses in 2024 Q1.
- In addition to higher labor expenses, higher supply costs from food, merchandise particularly for course chemicals and fuel increased Centennial's variable costs and led to less net income and the need for increased client funding.



# OBSERVATIONS

- Centennial Park saw a slight decrease in membership from 2022 with a total of 55 members compared to the 63 in 2023. This was a continuation of a trend from previous years, particularly from women golfers. The absence of indoor restrooms due to the closure of the former clubhouse was a major factor leading to members migrating to competing courses in the area.
- Nevertheless, Centennial remained a great facility for hosting High School and College (Munster Community High School, Thornton Fractional South High School, and Purdue Northwest College) golf teams.





# COMMUNITY ENGAGEMENT

- Centennial Park, once again was chosen to host the Under Armour Kids Golf Tournament. The event was a huge success attracting over 73 participants from various age groups.
- Indigo sports also gave back to the community by providing free golf and range balls for all town employees. (683 rounds). \$17,175 for golf and \$3,500 for the range.
- Centennial Park hosted the 2<sup>nd</sup> annual K-9 Munster golf outing and Munster Chamber of Commerce golf outing that maxed out at 70 golfers for each event.
- Centennial is currently working on a partnership with Hyatt Place Hotel in Munster to host events using their golf simulator in the winter and also coordinate banquet facilities for golf outings.
- Centennial employed a total of 34 Munster high school students in 2024. The youth worked at both the concession stands and the golf course.



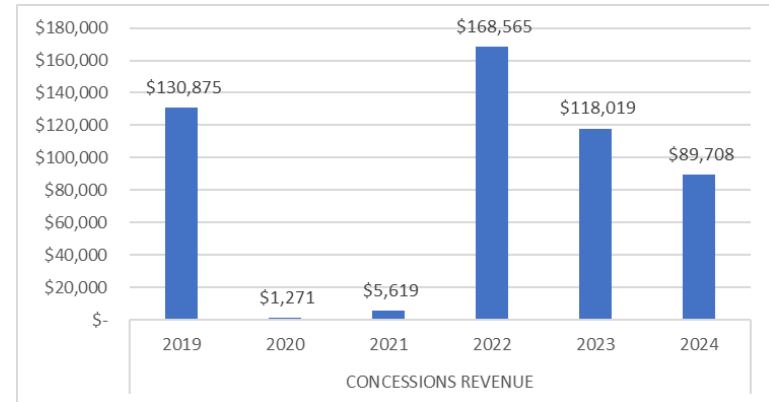


**Concessions**



# CONCESSIONS RECAP

- Concession stand saw a decrease in revenue this past season:
- Weather played a factor for the pool having days where attendance was low.
- The absence of Munster hosting the state tournament played a role in the decrease in business.
- Also, per requested we decreased our prices to satisfy customers. This reduced net come, as supply costs (food) have escalated in recent years, and we conversely lowered prices, negatively impacting our margins.
- Also, per requested we turned over the Babe Ruth concession stand back to Babe Ruth mid year a factor that cut revenue potential as well.
- We also had an increase in labor for concession stand staff due to our previous pay needed to compete to hiring quality staff.



# 2025 Concession Menu

## 2025 MS Menu

### Beverages

- \$2 Soda
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- \$2 Water
- \$3 Hot chocolate (seasonal)
- \$3 Gatorade
- \$3 Coffee (Saturdays)

### Combos

*All Combos Exclude Gatorade add for \$2\**

- \$8 Double Dog combo
  - 2 hotdogs, chips, and a drink
- \$8 The Sloppy Slinger
  - Sloppy Joe w/ chips & drink
- \$7 Home Plate Burger
  - Hamburger with chips & drink
  - Add cheese \$1
- \$8 The Ang
  - Chicken tender sandwich with fries & a drink
- \$10 Curveball combo
  - Chicken tenders, fry, and drink

### Entrees

- \$3 hot dogs
- \$4 cheese pizza slice
- \$5 hamburgers
- \$5 walking tacos
  - Fritos, meat, cheese, lettuce, tomato, sour cream
- \$8 grand slam nacho
  - Tortilla chips, meat, cheese, lettuce, tomato, jalapeños, sour cream, cup of cheese

### Snacks

- \$2 popcorn
- \$2 chips
- \$3 pretzels
- \$4 pretzels with cheese
- \$4 hot chips & cheese
  - \$4 nachos
- \$5 Sack Of Fries
- \$5 Fried Pickles
- \$3 breakfast sandwich or burrito (Saturdays only)

### Desserts

- \$2 shaved iced
  - Red or Purple
  - \$2 candy
- Hershey, Kit Kat, Reese's, Snickers, Airheads
  - \$3 donuts
  - \$3 sweet/sour treats
- Sour Skittles, Sour Patch Kids, Sour Belts
  - \$3 small ice cream
  - \$4 large ice cream

# AGRONOMY



# COURSE PHOTOGRAPHY

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# COURSE WORK

Many hours were spent assisting the construction of the new pro shop and cart barn. We are excited to finish this project and show it off to the golfers



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- Last spring, we moved a sprinkler on tee 1 to a better location. It had been on the side of the hill and was moved to a flat spot for better coverage. We also added a quick connect to aid in hand watering and irrigation blow out. We are continually moving sprinklers like this to better locations.





- I was able to borrow a trencher to finish up some work on the driving range. Lalo led a project to install 3 heads between the new cart barn and range tee. Pipe and 3 heads were installed and tested. We also graded and seeded the area to expand the back of the range tee. All 3 heads are working. The seed germinated. It will take a couple months to fill in and be playable.



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- A temporary methane line was installed in 2024 from 6 fairway to 4 fairway. There is blockage in the underground line so it was bypassed to see if flow could be restored. It has helped and this spring, a new line will be installed from hole six back to hole 2. When completed, it should help methane get to the methane burner to create electricity. In preparation for the new methane line, I had our irrigation lines traced. The new line will cross our irrigation lines approximately 15 times. They will have to hand dig around our pipes.

- Because of the blockage, methane has caused damage to the golf course. In wet conditions, you can see bubbles in these areas. These areas will be reseeded this spring.



- Again in 2024, I worked with Elena Lopez and her art class from Munster High School to design new tee stickers. They are working on new designs for 2025 now. These were the winning designs. Each student received a gift card.



# AUDUBON COOPERATIVE SANCTUARY PROGRAM

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- On the course, the superintendent has been working to get Centennial Park Golf Course certified with the Audubon Cooperative Sanctuary Program. The 6 main areas are Environmental Planning, Wildlife and Habitat Management, Chemical Use Reduction and Safety, Water Conservation, Water Quality Management, and Outreach and Education.
- Local resident and Munster High School teacher Matt Kalwasinski continues to help with the Audubon project. Matt has been monitoring bird species and keeps an inventory of everything he finds on the golf course. He takes beautiful pictures that I've been posting on our Facebook page. This is a Dickcissel. With the large areas of native growth, Centennial has a wide variety of bird species and other wildlife.



# Marketing

## MARKETING STRATEGY - PILLARS

### FOUNDATIONAL ELEMENTS OF EVERY EFFORT

- **PRIDE**

- Centennial Park Golf Course is an invaluable amenity to all people in Munster, NW Indiana and the Chicago metro area
- Brand-new clubhouse and more updates
- Self-reflection: What else are we most proud of? From the facility to the people and more; We must identify and evolve major Pride leverage points for each

- **AUTHENTICITY**

- Emphasizing our course and amenities, our people and our patrons – community, youth & diversity
- Feature driving range activity and player development options

- **VALUE**

- Excellent staff, customer-first service
- Close to many Munster businesses
- Affordable, high-quality golf
- Leverage the

#### Centennial Park Golf Course – Pride

**#1 Value** – Great 9-hole course and practice facility

**#2 Convenience** – Nine beautiful holes for casual golfers, conveniently located to residential and commercial areas

**#3 Our People** – Our staff and the community we serve – all one big family

**#4 Relationships** – We enjoy building a rapport with our patrons, and have created a tight-knit community

**#5 Service** – We go above and beyond ensure patrons have a great experience



# COMMUNITY ENGAGEMENT

## CONNECTING WITH THE AREA AROUND CENTENNIAL PARK

- **FIELD MARKETING**

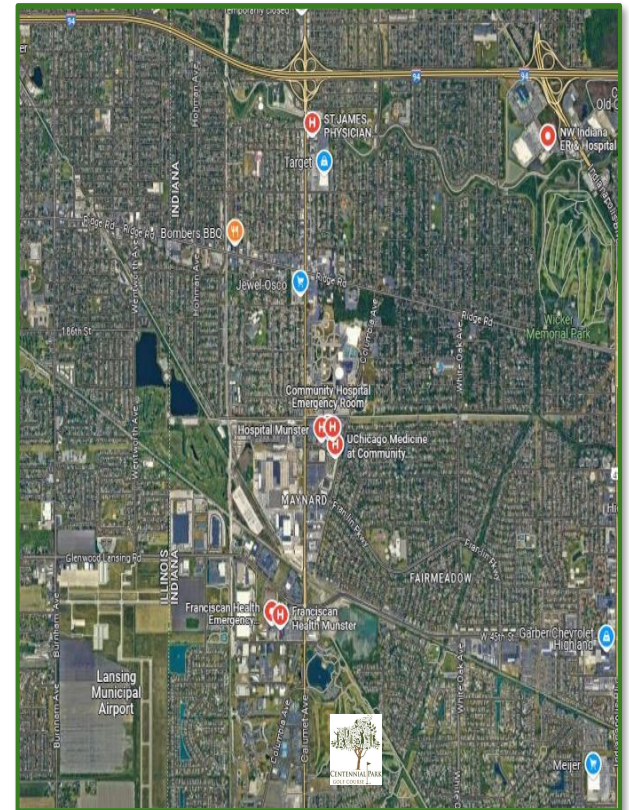
- Starting with the multiple hospital and industrial employee base, and expanding to community events, get Centennial Park Golf Course in front of more people

- **ALTERNATIVE-USE AMENITY**

- Centennial Park is an integral facet of the Munster community, and there may be additional opportunities to use the Golf Course as an alternative venue for cross country, concerts or other events

- **COMMUNICATION IMPROVEMENT**

- More frequent communication of on-course happenings, community engagement, interesting content
- Build a better connection with Munster Parks & Recreation (social media, other communication outlets) – work as a team, rather than separate entities



# GOLF FOR EVERYONE

## NATIONAL INITIATIVES – SEIZING LOCAL OPPORTUNITIES

- Troon's company-wide initiatives offer local impact opportunities. We celebrate our role in making #GolfForEveryone with active Women's leagues, Kids Clinics, celebrating our diverse patrons and staff, and so many other initiatives



# Centennial Park Leadership Team

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Q&A



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