



**CRESTVIEW UNLIMITED INC. REGULAR MEETING
AGENDA
FEBRUARY 27, 2023
5:00 PM
CITY COUNCIL CHAMBERS**

The Public is invited to view our meetings on the City of Crestview Live stream at <https://www.cityofcrestview.org> or the City of Crestview Facebook Page. You may submit questions on any agenda item in advance (by 3:00 p.m. the day of the meeting) to cityclerk@cityofcrestview.org.

- 1. Call to Order**
- 2. Presentations and Reports**
 - 2.1. GreatGolf Presentation
- 3. Action Items**
- 4. Comments from the Mayor and Council**
- 5. Comments from the Audience**
- 6. Adjournment**

All meeting procedures are outlined in the Meeting Rules and Procedures brochure available outside the Chambers. Florida Statute 286.0105. Notices of meetings and hearings must advise that a record is required to appeal. Each board, commission, or agency of this state or of any political subdivision thereof shall include in the notice of any meeting or hearing, if notice of the meeting or hearing is required, of such board, commission, or agency, conspicuously on such notice, the advice that, if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The requirements of this section do not apply to the notice provided in s. 200.065(3). In accordance with Section 286.26, F.S., persons with disabilities needing special accommodations, please contact Maryanne Schrader, City Clerk at cityclerk@cityofcrestview.org or 850-628-1560 option 2 within 48 hours of the scheduled meeting.



Staff Report

CITY COUNCIL MEETING DATE: February 27, 2023

TYPE OF AGENDA ITEM: Presentation

TO: Mayor and City Council
CC: City Manager, City Clerk, Staff and Attorney
FROM: Tim Bolduc, City Manager
DATE: 2/23/2023
SUBJECT: GreatGolf Presentation

BACKGROUND:

Crestview Unlimited, Inc. is a nonprofit corporation established in fiscal year 2021 to allow Great Life management company the ability to properly manage Blackwater Golf Club and to provide flexibility to perform their duties. The City Council is the Board of Directors for Crestview Unlimited, Inc. once a quarter it is required to meet and a financial update be provided to the board.

DISCUSSION:

Great Life Golf and Fitness recently merged with Brown Golf to create Great LIFE Golf.

A presentation and financial update will be provided by PJ Politan C.O.O. of Great LIFE Golf.

GOALS & OBJECTIVES

This item is consistent with the goals in A New View Strategic Plan 2020 as follows;

Foundational- these are the areas of focus that make up the necessary foundation of a successful local government.

Financial Sustainability- Achieve long term financial sustainability

Organizational Capacity, Effectiveness & Efficiency- To efficiently & effectively provide the highest quality of public services

Infrastructure- Satisfy current and future infrastructure needs

Communication- To engage, inform and educate public and staff

Quality of Life- these areas focus on the overall experience when provided by the city.

Community Character- Promote desirable growth with a hometown atmosphere

Safety- Ensure the continuous safety of citizens and visitors

Mobility- Provide safe, efficient and accessible means for mobility

Opportunity- Promote an environment that encourages economic and educational opportunity

Play- Expand recreational and entertainment activities within the City

Community Culture- Develop a specific identity for Crestview

FINANCIAL IMPACT

N/A

RECOMMENDED ACTION

N/A

Attachments

1. Blackwater Presentation



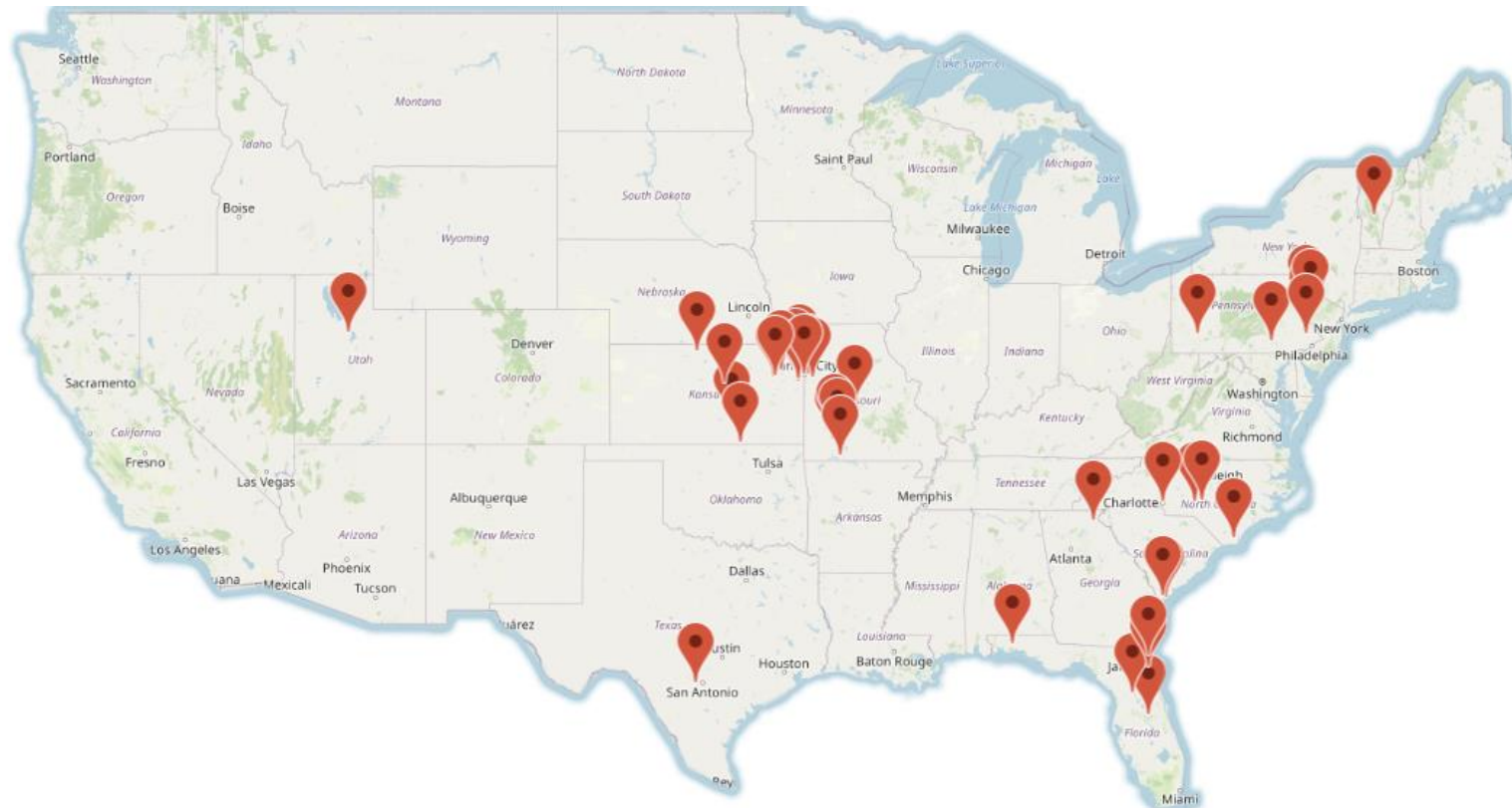
Great**LIFE**Golf

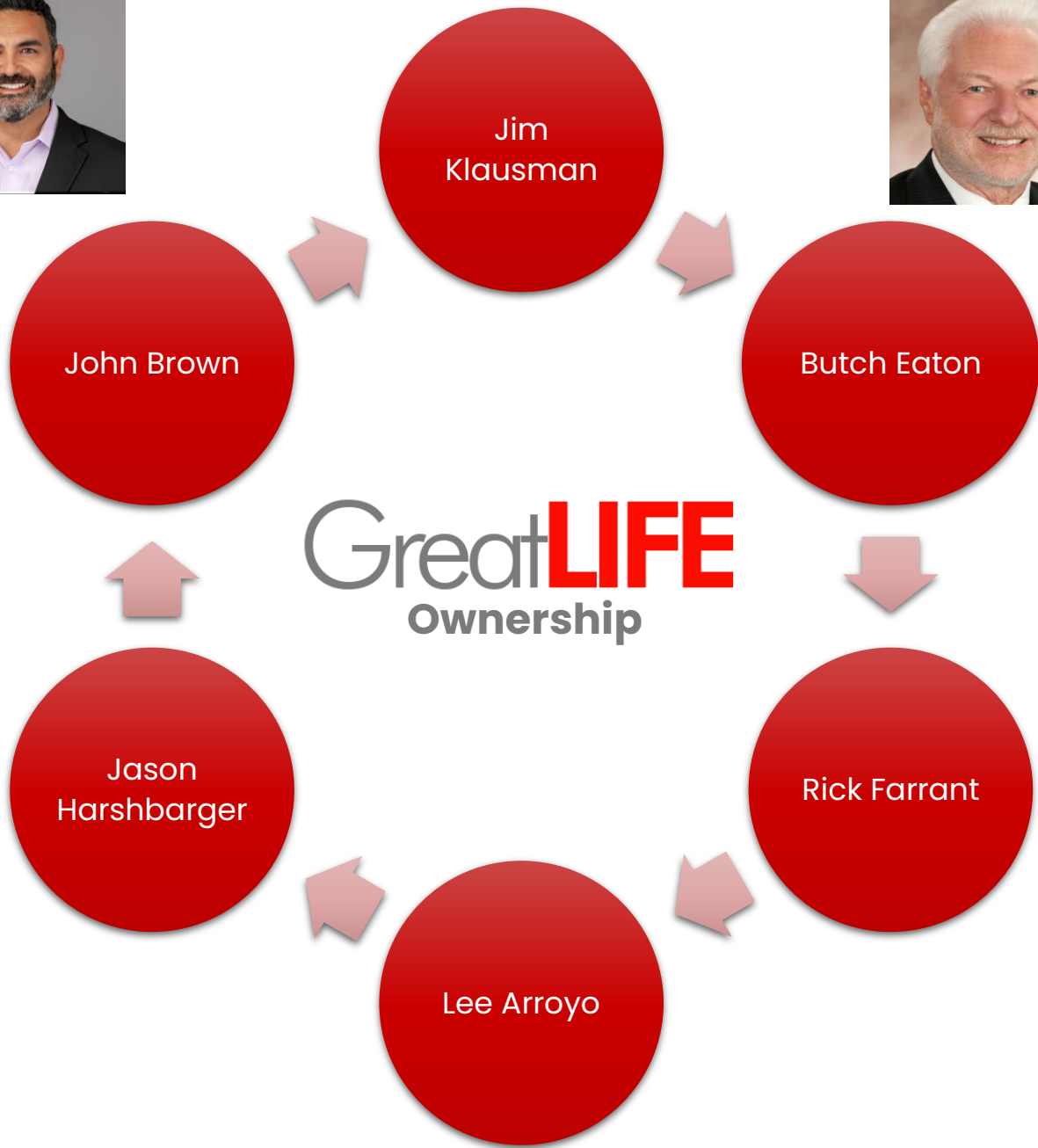
W W W . G R E A T **L I F E** G O L F . C O M

The Portfolio:

GreatLIFE Golf Portfolio: <https://greatlifegolf.com/our-portfolio/>

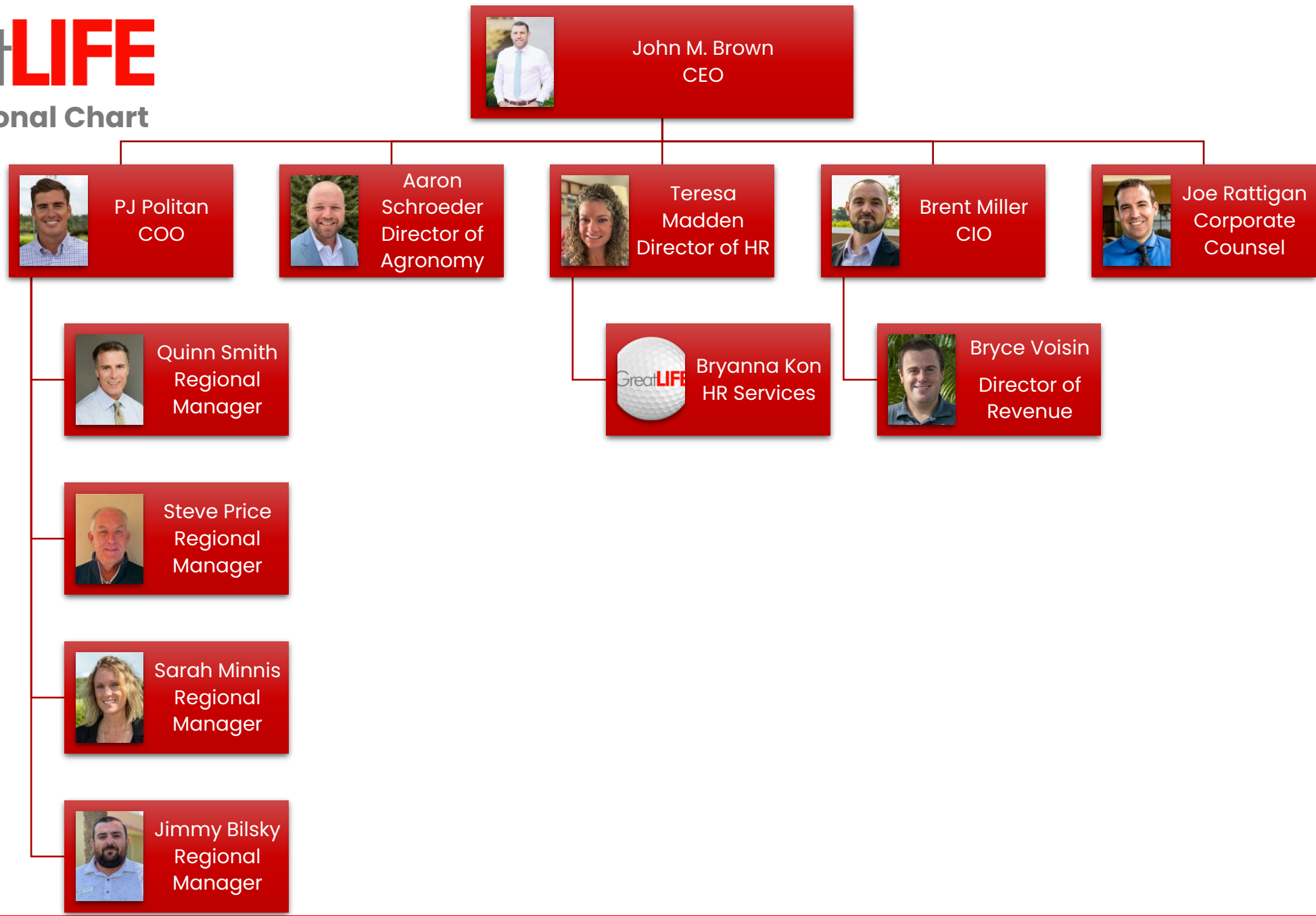
- 53 – Golf Courses, 5 – Gyms
- 9 States

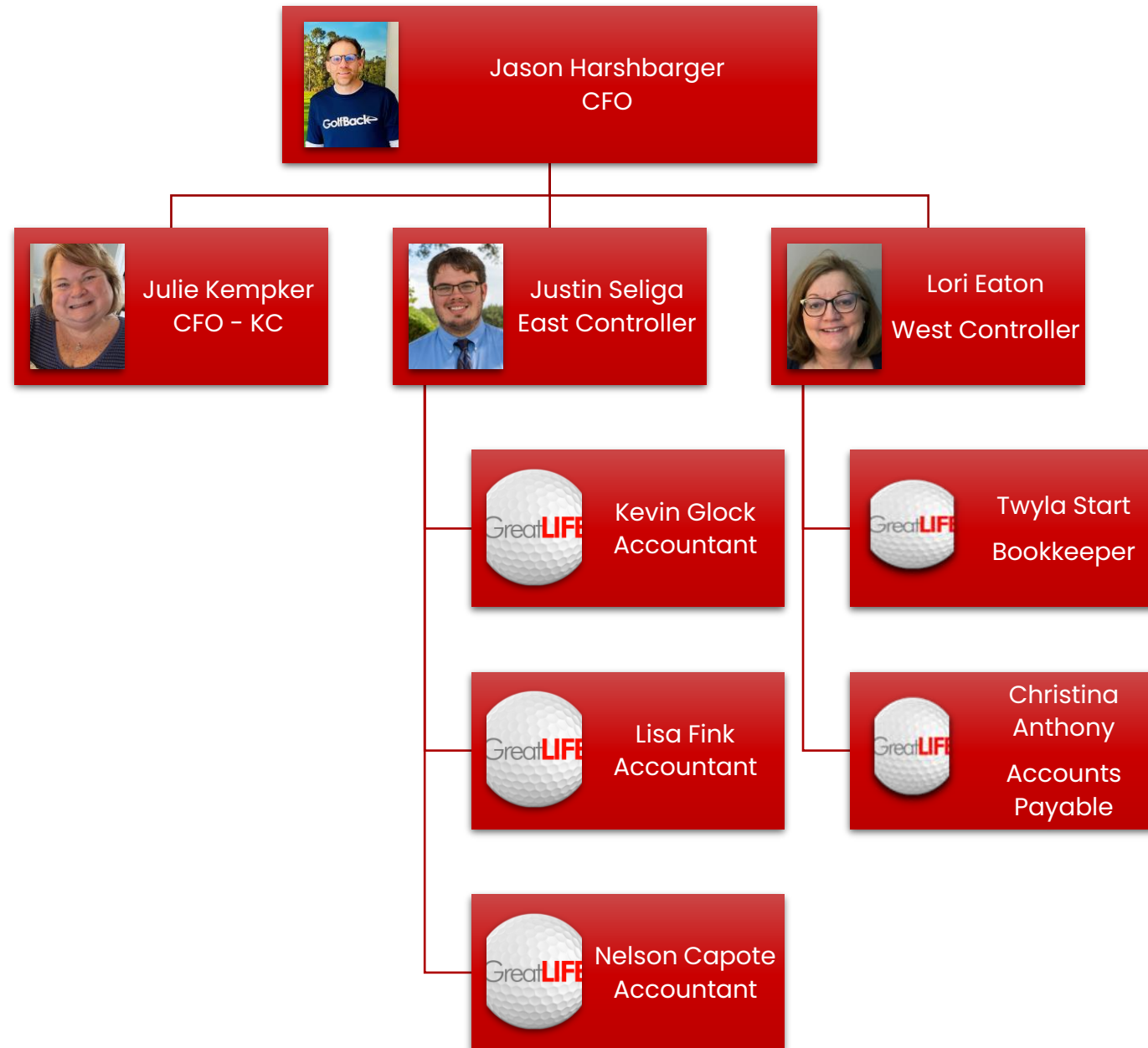




GreatLIFE

Organizational Chart





GreatLIFE Golf – The Brands

Signature

- Luxury Brand
- Private clubs
- Extensive staffing model
- Initiation fees / higher monthly dues
- Full Reciprocal Program
- Full Amenity Offering
- Advance capex spending initially



GreatLIFE Golf – The Brands

Premier

- Experience Brand
- Semi-private or daily fee properties
- Moderate staffing model
- Food & Beverage supports Golf Experience
- Tiered Reciprocal Program
- No initiation fees, Lower monthly dues
- Daily fee golf from \$40 to \$95



GreatLIFE Golf – The Brands

Classic

- Pure Golf or Enjoyment Brand
- Daily fee / annual pass
- Smaller staffing structure
- Smaller F&B Offering
- Courses uses automation as part of check in process
- Daily fee golf driven with pricing generally under \$50
- More limited Reciprocal options



GreatLIFE Golf – The Brands

Destination

- Located in destination golf markets
- Highly golf focused
- Lodging component typically offered
- Food & beverage supports a golf vacation experience
- Daily fee golf focused
- Staffing models can vary



Operational Playbook / Quick Guide / Exponent / E-Books

GreatLIFE



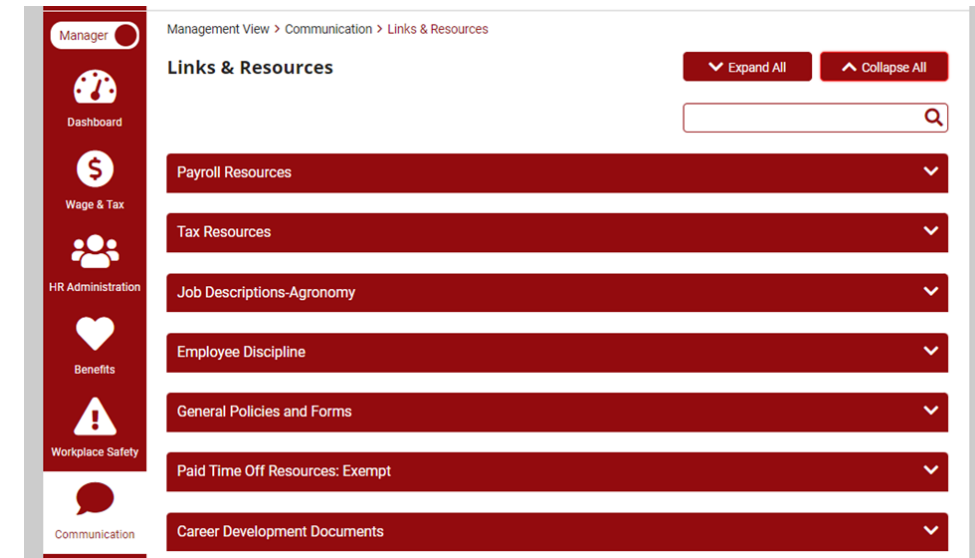
GreatLIFE Golf Operational Playbook

GreatLIFE

Quick Guide: This guide is meant to point you quickly to different areas of information which will help you in your position with GreatLIFE Golf. Included you will find a list of our procurement & strategic partners, a list of systems we use throughout the company, and finally a comprehensive summary of resources, reports, trainings, documents, graphics, and much more which can be quickly accessible via this document for different areas of our company.

Procurement / Strategic Partners:

- o Agronomy – Please click here for Agronomy program details
 - o [Synatek](#)
 - o Howard Fertilizer & Chemical
 - o [Quali-Pro](#)
 - o John Deere
 - o Toro
 - o Hunter Industries/Central Turf & Irrigation Supply
 - o R&R Products
 - o Prestige Flag
- o National Golf Course Owners Association:
 - o We are members of the association
 - o There are great trainings and resources throughout the site
 - o Visit ngcoa.org. Click info center > Hospitality > Trainings and I'll be happy to give you access to our password to unlock these trainings.

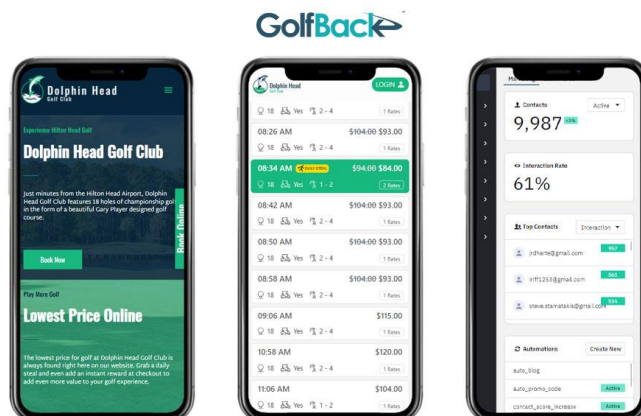


Example Golf E-Book: <https://designrrr.page/?id=138841&token=3060622950&h=4028>



GolfBack is three tools that act as a bolt-on to three POS Systems (Lightspeed, Club Caddie & ForeUP) The tools are:

- Proprietary Online Booking Engine
- Email/CRM Marketing Tools
- Customized Websites

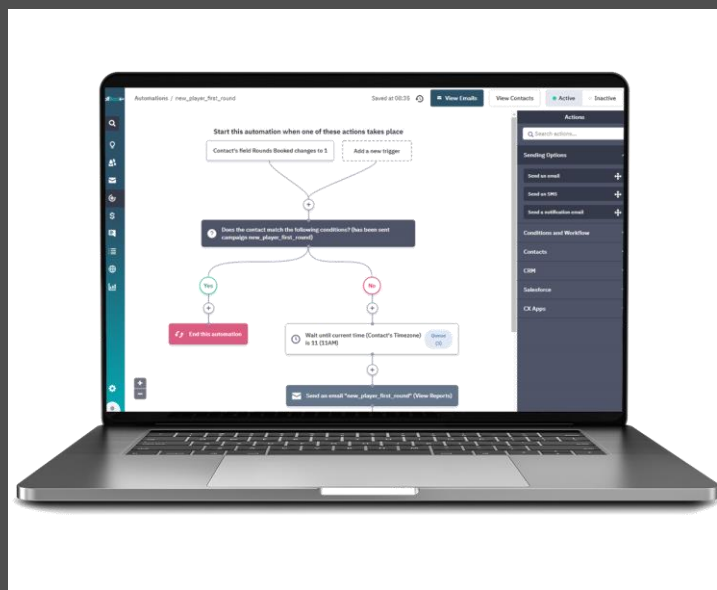


The tools are built around the core values for a club:

- Owning its lowest rate
- Collecting its customer data
- Owning 100% of the green & cart fee revenue
- Being the direct communicator to your customer

We focus on building golf communities by turning off third-parties and driving all customers direct. The best features of the system are:

- Automated Marketing
- Demand & Weather Based Dynamic Pricing
- Boosted SEO Results
- Direct Drive Booking Engine featuring Daily Steals, Instant Rewards, Automated Promo Codes & More



GreatLIFE Golf – Blackwater

RESERVE YOUR TEE TIME

Benefits of Booking Online



Daily Steals - Daily Steals are now easier to locate and are a great way to save money on golf. There is at least one Daily Steal posted everyday so make sure to check back often. Just look for the Daily Steal icon and save up to 50% on your next tee time.



Promo Codes - Our booking engine offers even more discounts with the ability to apply promotional codes to your tee times. Make sure you watch your email and follow us on social media for some great opportunities to save even more on your next round of golf.



Instant Rewards - When you book direct with us through our online booking engine you will have access to instant rewards that can be used immediately. No more waiting to accrue loyalty points. Now you will be instantly rewarded each time you book.



Multi-Class Rate Reservations - Now you will be able to book different rates for each person in your group all in one online reservation. (Id needed) No more booking everyone in your group under the same class and needing to sort it out when you get to the course.



Account Profile - When you sign up and create an account you will be able to see your upcoming tee times and even track your playing history. Having an account also speeds up the checkout process which comes in handy when you are trying to score a Daily Steal !

Choose a reward!



50% off - 1 hour TopTracer Bay Rental - 50%

Does not have to be used the same day of play.



10% off ProShop Apparel -

Applies to hats, shirts & towels only.

Ok

GreatLIFE Golf – Blackwater

SOCIAL MEDIA

- Win It Wednesday (WIW): Designed to gain contacts and get people introduced to the facility. Free prizes ranging from Bay rentals to a 3-month Golf membership. Gained 300 new contacts to market to while getting first time visits to the club.
- Weekly Facebook post encouraging advanced booking and navigation to the site for more info. Will take over Wednesday's posts in between WIW season's
- Military Appreciation Day – Once a month, dedicate a day to active-duty military with a special rate of \$20 for 18 holes.
- Weekly Post Highlighting the facility/site/online booking with a picture of the Course (pictures of the course get reach the most people)
- Bi-Monthly Driving Range Celebration (e.g. National Margarita Day) partnered with The Crossing

GreatLIFE Golf – Blackwater

RADIO:

Crestview local: Completed with Tim English. Running a Monthly Agreement for a Local add that has flexibility to be changed for future specials/announcements.

<https://youtube.com/clip/UgkxgDqhJjoCK7Mhduu-oO5TFj6xiocpCA9b>

- \$75/week and the radio station will match the \$75/week in free promotions.

Cumulous Radio: Begins 1/17/23. Trade **28 rounds** for them to sell discounted through their channel in exchange for:

- Interview on ALL FIVE STATIONS During The Morning Drive
- 45 Radio Commercials Across ALL FIVE STATIONS
- 45 Streaming Commercials Across ALL FIVE STATIONS
- LIVE Promo's From Our Local On-Air Personalities
- E-Blast to the 6,951 VIP Sweet Deal Subscribers
- Logo Placement on all Station Websites
- Business Sweet Deal Profile with photo's and business description
- HEAT MAP – Inter Active Map with Names & Addresses of All Sweet Deal Purchasers

GreatLIFE Golf – Blackwater

THE HERO PROGRAM (theheroprogram.org):

Once a month. The Hero Program's staff sets up on a Par 3. All golfers that day get a chance to win the \$3,500 Hole In One. If the shot is made, half (\$1,750 in shop credit) goes to the winner and half goes to our Heroes!

They collect donations to provide our heroes with advanced prosthetics, service dogs, scholarships, financial aid and PTSD counseling. Every golfer that donates receives a virtual gift bag worth thousands of dollars of gifts and discounts (EMP) and also markets that specific golf course. Free! Closest to the Pin - Golfers receive a gift card (for 10% of our total raised that day) to use at your golf course when they win. We drive revenue to the golf course!

Benefits to the Golf Course:

- The EMP markets locally and nationally to your target market at thousands of events on all participant's smart phones - FREE!
- The Hero Program provides a free Hole In One to ALL golfers at your course on "Hero" days. When the Hole In One is made, your course will be paid \$1,750 to award the winner with to use at YOUR course.
- Closest to the Pin - Hero Program pays 10% of total raised that day to the golf course for a gift certificate the golfers can use towards green fees, driving range or golf shop.

GreatLIFE Golf – Blackwater

Daily Fee Golf

- Active and Retired Military 50% off green fees/hourly rentals special for the Month of February.
- First Responders 50% off green fees/hourly rentals special for Month of March

Tournaments

- Communicating with non-profits in the area in attempt to set up fundraising events for 2023.
- **Booked:** Exodos Ministries, Chamber of Commerce, Michael Bond's Squadron (twice Hopefully), The Sand Crabs, Par 4 Patriots
- **Have engaged with:** Bridgeway, All Sports Association, Children in Crisis, ECUSBCA, Multiple Military Squadrons
- March Madness Toptracer tournament- 64 players playing against each other in the same bracketed format as college basketball.
Grand prizes include free memberships and gift cards for golf and merchandise

Membership

- Membership referral program - Every Member referral for a new yearly contracted member (of equal or greater value) gets a free month of dues.
- Quarterly member/guest dinner party. Member retention and new membership opportunities.

Golf Leagues

- Weekly 9-hole leagues starting in the spring of '23 (members and public are welcome)
- Monthly Toptracer competitions for free bay rentals and golf shop merchandise (members and public welcome)

GreatLIFE Golf – Blackwater

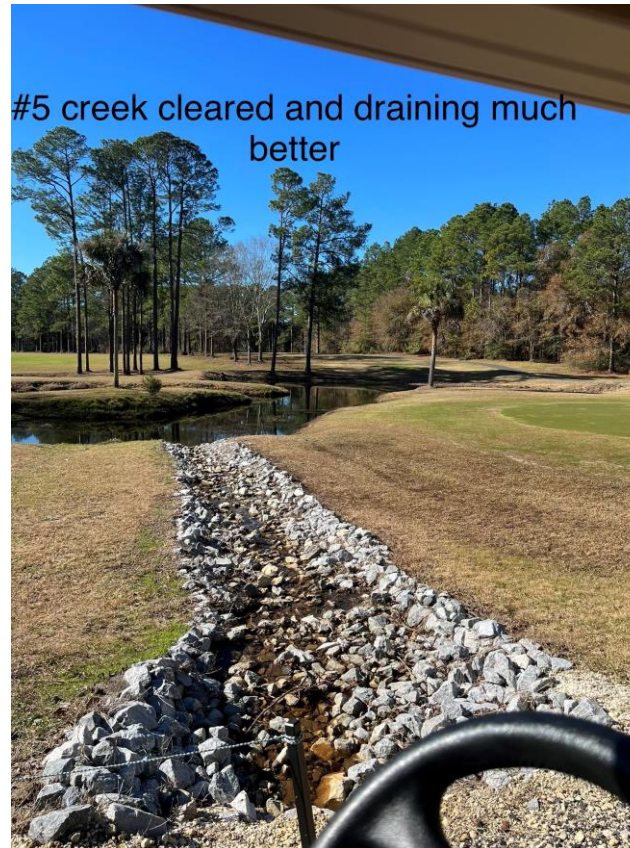
Rounds and Revenue Trends

- January was one of the highest revenue months since opening
- January rounds were 1,386 second highest month since opening
- December and January were both cash flow positive months
- February has been a strong month. If the trend continues it will be the strongest month since opening
- We anticipate strong results March – May.
- Member and guest feedback on the experience has continued to improve



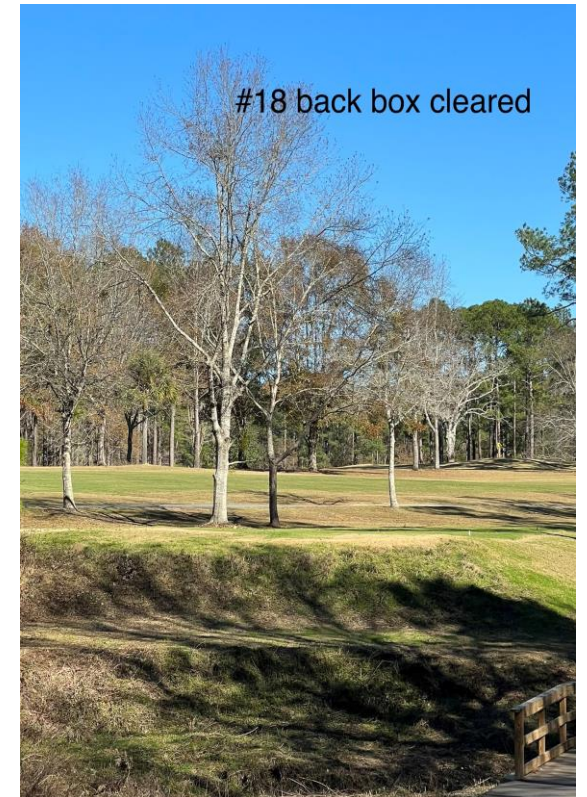
GreatLIFE Golf – Blackwater

2022 Progress



GreatLIFE Golf – Blackwater

2022 Progress



GreatLIFE Golf – Blackwater

2023 Objectives

- Grow rounds and revenue
- Continue monthly payment of promissory notes for golf cars and equipment
- Generate enough net profit to cover all operational costs and payments
- Continue to improve golf course conditions
- Continue to promote Blackwater through social media, email marketing, radio, and local community