



Legislation Details (With Text)

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Indian Wells City Council

Discussion Topics:

Golf Resort Strategic Plan

Issue

Does the Council want to add updating the Strategic Plan for the Golf Resort by Troon as a City Goal?
If so, what are the key issues?

Discussion

In 2004, the City established four goals for the Golf Resort:

1. Create an exceptional golf experience.
2. Maintain an economically viable golf operation (rounds, players, net operating costs).
3. Facilitate hotel and tourism business through providing a quality golf experience.
4. Promote a high quality image of the City of Indian Wells.

To help realize these goals, the City undertook a substantial rebuild of the Golf Resort that was completed in 2008. The City hired Troon Golf to manage the newly rebuilt resort in 2009.

In June 2013, following the elimination of Redevelopment the City highlighted the need for the Golf Resort to become self-sustaining. Improvements to the Golf Resort facilities including the addition of the Pavilion were implemented to move toward a self-sustaining enterprise.

The ten-year financial strategy highlights the success of the improvements at the Golf Resort and depicts the need for more effort to meet the self-sustaining goal. In 2015 Troon provided a Strategic Plan (**Attachment 1**) to further the Council's goals. The 2015-16 Strategy and Budget includes an anticipated operational loss exceeding \$200,000. This does not include capital costs or other City costs attributable to golf.

Staff is seeking policy direction from the City Council regarding the following:

1. Are the existing goals still relevant?
 - a. Create an exceptional golf experience.
 - b. Maintain an economically viable golf operation (rounds, players, net operating costs).
 - c. Facilitate hotel and tourism business through providing a quality golf experience.
 - d. Promote a high quality image of the City of Indian Wells.
 - e. Operate a self-sustaining enterprise.
2. How does the Council define each goal?
3. Are there key provisions which must be considered in a Strategic Plan specifically relating to the Golf Resort?

Attachments:

1. FY 2015/16 Proposed Operating Budget/Strategic Plan presented by Troon
2. Results of Strategic Plan presentation 2013-14 by Troon Golf