

City of Duluth, Minnesota

2019 Tourism Tax Allocation Request

Please provide thorough and specific answers to the following questions, and submit them to Wayne Parson at wparson@duluthmn.gov on or before September 24th, 2018.

Organization: Friends of Duluth Public Golf

Lead Contact: Chris Stevens

Your Organization

1. What is your mission statement?

Our mission is to work in partnership with the City of Duluth to preserve and protect public golf.

2. What is your Tourism Tax request for 2019 and how will it be used? Please be specific.

We request the sum of \$25,000 to be used for 2 specific purposes. First is to market our courses to additional out of town customers to help increase our revenue streams and tax base for the city of Duluth. Second will be to develop opportunities to support youth golf in the city in coordination with the Mayor's initiative toward youth programming.

3. Total organizational budget (please attached proposed or anticipated 2019 budget).

Our organization is new, but have raised approximately \$10,000 to date through fundraising activity. 2018 expenses included 503c non profit status application and start up fees.

2019 Revenues \$10,000 from memberships, 2 annual pancake breakfasts, and a golf outing fundraiser.

2019 Expense \$7500 from youth programming support and other association initiatives.

If funded from the Tourism Tax, our revenues would be \$35,000 and expense would be \$32,500.

Additional funding would provide marketing bill board rental and equipment purchase for youth programs. The equipment purchase is designed to defray the cost of entry into golf for youth participants. Enger and Lester will be provided 10 sets of youth clubs that will be available to use by youth for no fee. Only expense to play for a youth who does not have equipment will be green fees. Our organization has balls and tees for youth already in our structured plan.

4. Does your organization have a strategic plan? If so, please attach it.

At this time, we do not have a formal strategic plan, but are currently working on developing programming to increase the participation from 2 key areas- Youth and visitors. Our request reflects our focus on these 2 areas.

5. Does your organization have a membership base? Does membership require financial contribution? What are your membership numbers for the past 5 years and where do your members reside?

Our organization is a registered 503(c) non profit organization. We have a membership of 300+. Membership does not require a financial contribution, but members may donate \$10 as part of our structure. For 2019, we will be looking at our membership dues. We are a new organization, having been formed in 2018. Our members are from all parts of Duluth and the surrounding area.

6. In terms of attracting tourists, what is working well for your organization and what would you like to change moving forward?

Experiences on our courses are working well, but most of this is coming through word of mouth. Our courses are budgeted limited funding to market effectively. Moving forward, directed marketing and partnerships with entities like Visit Duluth and our hotel business to promote stay and play packages to visitors is important. Additionally, marketing through the Minnesota Golf Association and other golf specific organizations to promote opportunities is a must. Working with Billy Casper Golf to develop relationships with golf tournaments to bring in youth events to our city is important. This past year, in late July, we had 50+ youth participants play our 2 courses. Most of those participants were from outside the 50 mile Duluth radius, coming from greater Minnesota, North Dakota, and South Dakota. These participants stayed in hotels and ate at our restaurants.

Your Impact

7. How many total visitors do you anticipate during 2019?

Currently, it is estimated by the city administration that 4% of our rounds played are from people outside a 50 mile radius. With that figure, our visitors would be 2880. This data is pre 2018 figures. Data is being collected by Billy Casper golf and we will analyze this data to get a more representative number. FODPG think that number is closer to 8% of rounds played which would

put us around 6000 visitors. With appropriate marketing and focusing in on youth programming opportunities, we envision that visitor number reaching 7500-10000 participations.

8. How many tourists do you anticipate during 2019 and how will you measure residency?

Conservatively, we anticipate 7500 tourists. A tourist includes anyone outside of a 50 mile radius of Duluth. Zip codes are collected at point of sale. Discussion about instituting a fee structure that automatically collects data based on residency (nominal extra fee for non-residents) will help us collect data more accurately.

9. In what ways are you collaborating with other tourism entities?

As this is our first year of existence, our collaboration has been limited. We do wish to expand our collaboration and partner with the Duluth business community to provide mutually beneficial opportunities. Association with the Minnesota Golf Association will continue to be enhanced, which provides us with advertising of our tournaments. Additionally, being a part of the visual image for Visit Duluth marketing campaigns would be a goal.

10. Describe your plan for participation in 2019 Community Day events.

No formal discussion has been done for Community Day events, but much like other entities, we can develop a programming date and market our courses for Youth Golf Day and a Try Golf program which would provide a discount to those wishing to participate in golf and be focused on the non avid golfer.

Your Need

11. Please list the past five years of Tourism Tax allocation your organization has received.

None.

12. What city services do you anticipate being required in 2019 to support your organization? Please include public safety and emergency management staffing or response, any shared staffing, programming or property considerations.

No services from the city directly. We'd work with Billy Casper Golf (contracted by city) to program our events and market our courses.

13. What happens for 2019 as a result of NOT receiving your requested amount?

Without receiving funds, our courses stay limitedly marketed and youth programming is not enhanced. Barriers will continue to exist for those youth trying to participate in golf. The real

barrier to entry into the sport of golf is equipment. It is expensive to start playing golf. With funding, we'd like to eliminate that barrier and get youth interested in our sport.

14. What else would you like to share about your organization, impact or need?

Our organization is dedicated to working respectfully with the city to provide opportunities for affordable golf for the citizens of Duluth. We look to enhance the game and develop the youth. Golf is an important game. It teaches perseverance, dedication, self reflection and provides wellness opportunities. In a time where we have such challenges in childhood obesity, golf provides an opportunity to get youth out walking a few miles when they play our sport. Developing these lifestyle choices that carry on into adulthood, golf can help keep our citizens healthier. A small contribution to Friends of Duluth Public Golf will reap many rewards.