



DCR GOLF COURSES

- PONKAPOAG GOLF COURSE
- LEO J MARTIN GOLF COURSE AND SKI TRACK

Jim Burke, Program Coordinator II, Golf
Operations Manager, PGA Quarter
Century Member

History of Golf Industry last 50 years



1970s

- **GOLF COURSE BOOM**

- THE 1970's saw a golf course construction boom in the US mainly due to a surge in interest in the sport, as well as favorable economic conditions.



1980's

- **Golf Course Course Construction Continues**

- Golf course construction continued into the 1980's many new courses were built to meet growing demand.



1990's

- **Tiger Wood Phenomenon**

- The emergence of Tiger Woods as a golfing superstar in the mid to late 1990's led to a significant increase in participation in golf.



MASSACHUSETTS DEPARTMENT OF CONSERVATION AND RECREATION

CHEAP GOLF

2000's

- Golf Course Oversupply
- By the early 2000's there was an oversupply of golf courses in the US . This led to increase competition among golf courses for golfers and lower greens fees.



2010's

- Economic Downturn: The global financial crisis of 2008 had a significant impact on the golf industry, causing rounds to drop as disposable income decreased.
- Course Closures: Many golf courses, particularly those in less economically robust areas struggled to remain financially viable .
- Efforts to make Golf More Accessible: Initiatives to make golf more affordable and time friendly were introduced.

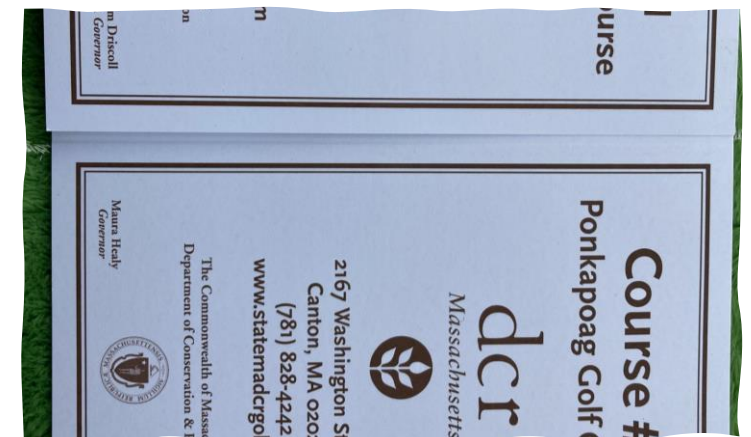
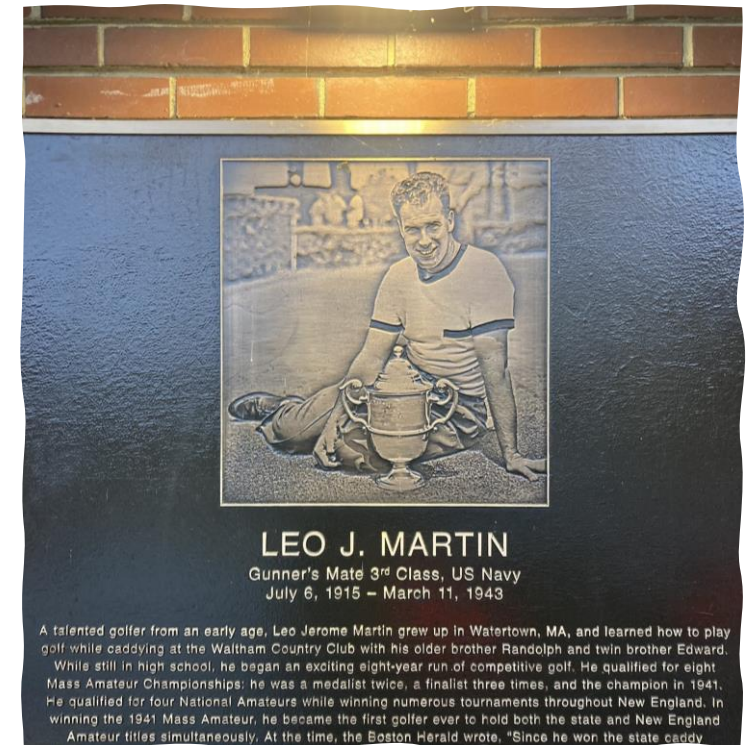
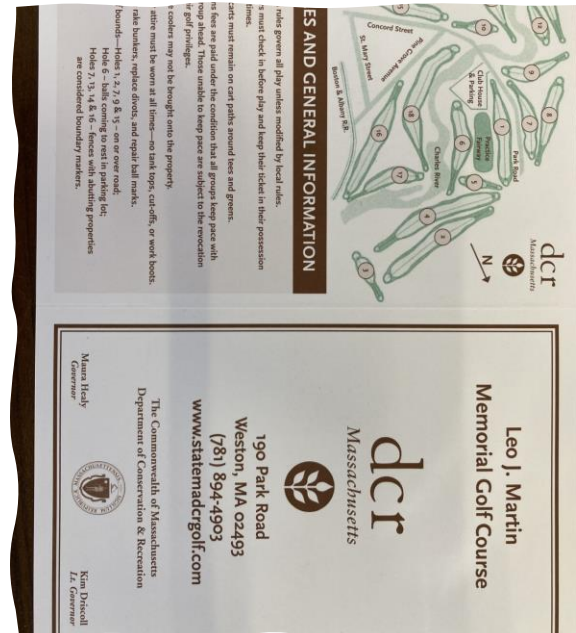


2020's

- Covid-19 Impact
- Sustainability and Environmental Focus
- Technological Advancements
- Focus on Inclusivity

DCR GOLF COURSES

- 54 holes
- 2 driving ranges
- 135 rental carts
- 350 Acres that must be maintained
- Both properties have shared use sections with golf and walking trails



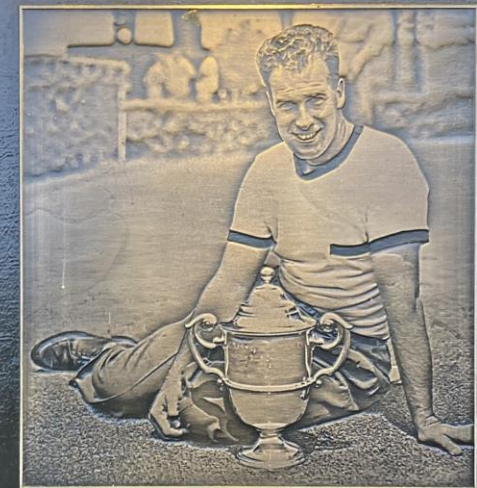
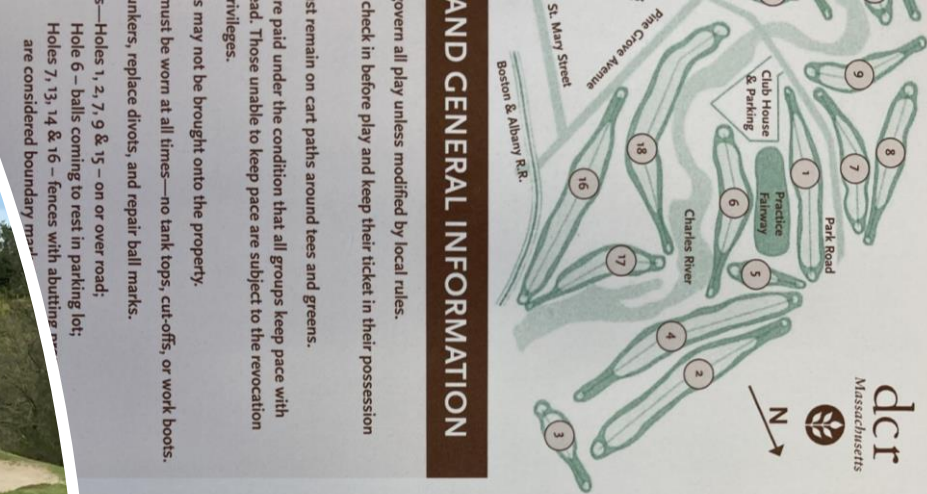
Our Customer

- A Welcoming Golf Course for All- A haven for golfers of all ages, abilities, and economic backgrounds. DCR's affordable prices , beginner friendly atmosphere and commitment to accessibility provide an inclusive golfing experience for everyone.
- Economically Diverse and Value- Orientated- The courses dedication to affordability makes it an attractive option for all golfers of all financial means. Its reasonable rates ensure that everyone has the chance to enjoy the game of golf, regardless of their budget.
- A Home for High School Golf Teams- The courses is the home for many local high school programs. This connection to community fosters a love of the game in young people and helps to develop the next generation of golfers.
- Hosting Junior Tournaments and Fundraisers- The courses host junior events where young golfers showcase their skills as well as many fundraisers, these event raise money for many charitable organizations.
- Accessible to People with Disabilities – The courses are committed to making the game of golf accessible to everyone, including people with disabilities. We host various adaptive programs ensuring that all golfers can enjoy the game.
- Destination for Families- A family friendly atmosphere which makes it a popular spot to spend time together and enjoy outdoor fun.



Leo J Martin Golf Course and Ski Track

- The Weston Golf Course is an 18-hole, par-71 course located in Weston, Massachusetts, near the intersection of Route 128 and the Massachusetts Turnpike. It is also conveniently located near the towns of Weston, Wellesley, and Newton.
- The Golf Course also features an extensive driving range, where golfers can practice their swing before hitting the course as well as a destination to hit a bucket of balls.
- In the winter, the Weston Golf Course is transformed into a premier cross-country ski venue, with trails for skiers of all levels, from beginners to elite athletes. It is a popular training ground for many high school ski teams and individual skiers alike.
- The Golf Course is a popular destination for golfers and skiers, hosting over 35,000 rounds of golf and 175,000 visitors each year.



LEO J. MARTIN

Gunner's Mate 3rd Class, US Navy
July 6, 1915 – March 11, 1943

A talented golfer from an early age, Leo Jerome Martin grew up in Watertown, MA, and learned how to play

Ponkapoag Golf Course

- Ponkapoag Golf Course is a 36-hole public golf course located in Canton, Massachusetts. It is one of the most popular golf courses in the state, hosting over 100,000 visitors annually.
- Ponkapoag was originally designed by legendary golf course architect Donald Ross in 1929. The course was built on a former cranberry bog and meanders through a landscape of woods, wetlands, and fields. The course features a number of elevated tee boxes that provide stunning views of the surrounding area.
- Ponkapoag was once a mecca for junior golf for many decades.
- In 1988, Sports Illustrated published an article about Ponkapoag that inspired Rick Reilly to write his book *Missing Links*. The book is a humorous and heartwarming look at the world of public golf.
- Ponkapoag is home to a number of adaptive golf programs for people with disabilities. The course also offers clinics for veterans and autistic children.
- The course is challenging, affordable, and accessible to golfers of all skill levels. Ponkapoag is also a great place to learn the game of golf and improve your skills.



Revenue Sources

- Golf Rounds
- Range
- Carts
- Season Passes

\$875 7 Day Pass

\$650 5 Day Pass

\$475 Senior 5 Day Pass

\$175 Junior 7 Day Pass

- Tournament Rounds- \$49

Greens Fees Weekday/ Monday-Thursday

18 Holes- \$27.00

9 Holes-\$19.00

18 Holes Senior (62+) - \$17.00

9 Holes Senior (62+) - \$15.00

18 Holes Junior (16 & under)- \$10.00

9 Holes Junior (\$16 & under)-\$8.00

Twilight Fee-\$12.00

Greens Fees Weekend/Friday-Sunday & Holidays

18 Holes- \$30.00

9 Holes-\$19.00

Twilight Fee-\$12.00

Carts (per seat)

18 Holes-\$15.00

9 Holes-\$8.00

18 Senior (Mon-Thurs) - \$14.00

9 Senior (Mon-Thur)-\$7.00

Range

Large-\$10.00

Medium-\$7.00

Warm-up-\$3.00



Fees compared to other public/municipal courses

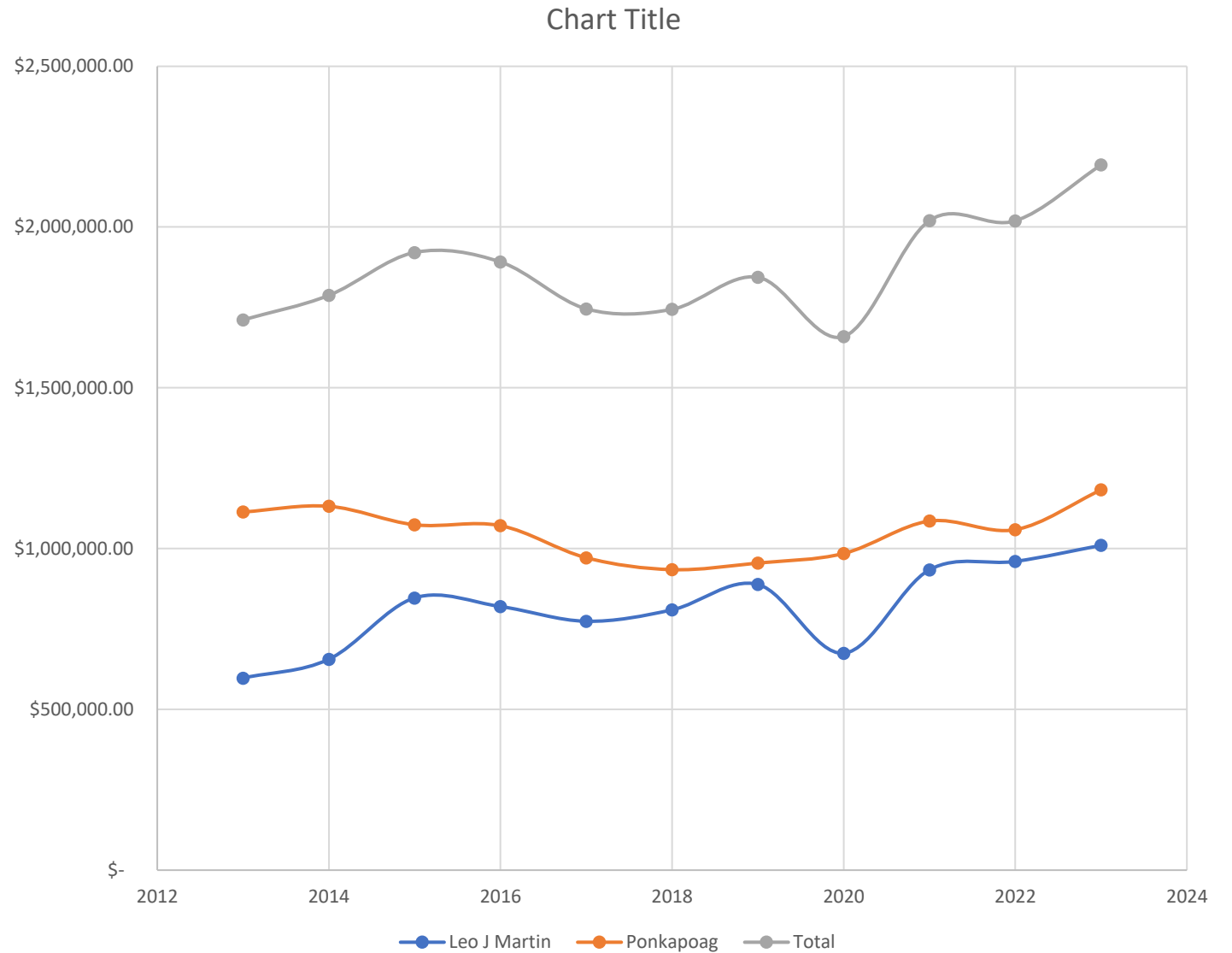
DCR GOLF COURSES WEEKEND FEE W/ CART

\$45



Course	Weekend Greens Fees with a Cart	Resident
George Wright	\$ 77.00	\$70.00
Franklin Park	\$ 77.00	\$70.00
Presidents	\$ 77.00	
Brookline	\$ 72.00	\$65.00
Braintree	\$ 85.00	\$70.00
Green Hill	\$ 67.00	\$62.00
Fresh Pond	\$ 61.00	
Newton Commonwealth	\$ 69.00	\$61.00

Golf Course Revenue 2013 to 2023



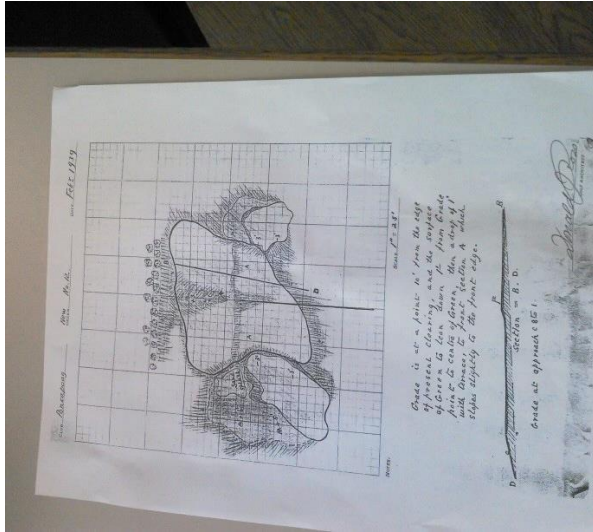
Projects and Capital Improvements: Past, Present and Future



LEO J MARTIN DRIVING RANGE

- In 2012, the range underwent a major redesign, which included the installation of new lighting to illuminate the ski track. The project cost \$1 million at the time, but has since generated \$2.75 million in revenue since opening in July 2013.
- In addition to the new lighting, the redesign also included the installation of self-serve range dispensers. This has made it easier and more convenient for visitors to use the range, and has helped to increase its popularity.
- The range now sees approximately 40,000 visitors annually, and is a popular destination for golfers of all skill levels.
- The Boston Region has also invested \$140,000 in capital improvements funding over the past two years to prolong the life of the existing nets.
- The redesign of the range has been a success, both financially and in terms of visitor satisfaction. It has made the range a more attractive and accessible destination.





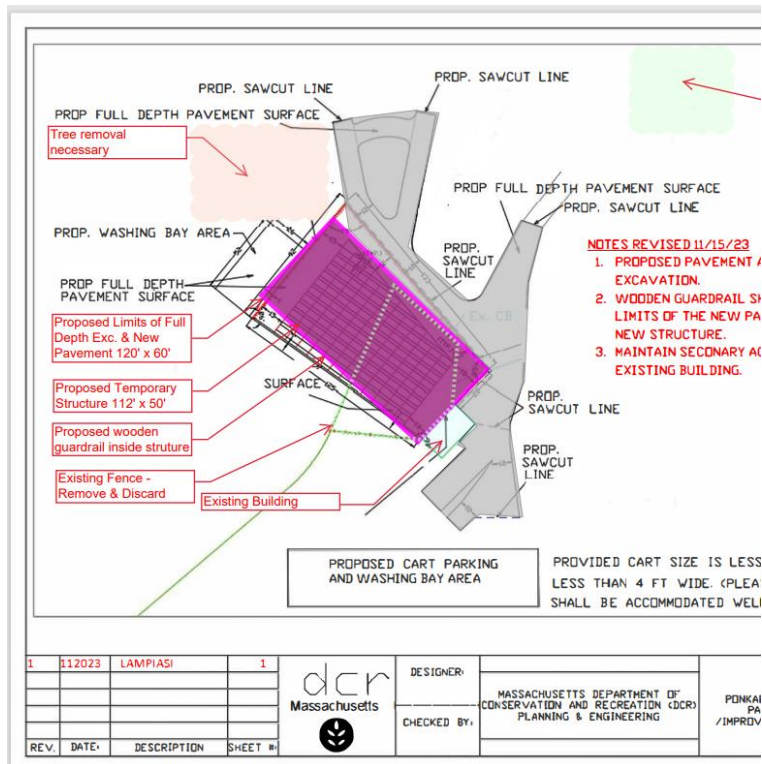
Ponkapoag GC Renovation Course #1

- The Ponkapoag Golf Course in Canton, Massachusetts, was closed in 2003 due to extensive flood damage. Parts of the course were completely destroyed, with fairways, greens, and bunkers washed away. The Commonwealth of Massachusetts Department of Conservation and Recreation (DCR) began reconstruction in 2014, and the course reopened to the public in 2015.

- The 5-million-dollar restoration project was a massive undertaking. DCR removed hazardous trees and invasive overgrowth, improved drainage, and installed new drainage and irrigation systems.

- All 18 tees, greens 3-8, 11-13, and all bunkers were reconstructed. The fairways of holes 3, 7, 11 and 13 were raised 2-3 feet to improve drainage.

- A new pump and irrigation pond were also installed.



dcr
Massachusetts



Transition from gas to electric carts

- The DCR is committed to reducing its environmental impact, and one way it is doing this is by transitioning its fleet of golf carts from gas to electric. This project will involve enclosing some of the current outdoor space at Leo J. Martin and Ponkapoag Golf Courses to create a charging station for the new carts. The DCR is also working to provide electricity to the area, which will be necessary to power the charging stations.
- The project is expected to cost approximately \$900,000, but the DCR believes it is a worthwhile investment. Electric golf carts are more environmentally friendly than gas-powered carts, and they are also quieter and easier to maintain. The DCR expects that the new carts will save the agency money in the long run, and they will also make the golf courses more attractive to visitors.

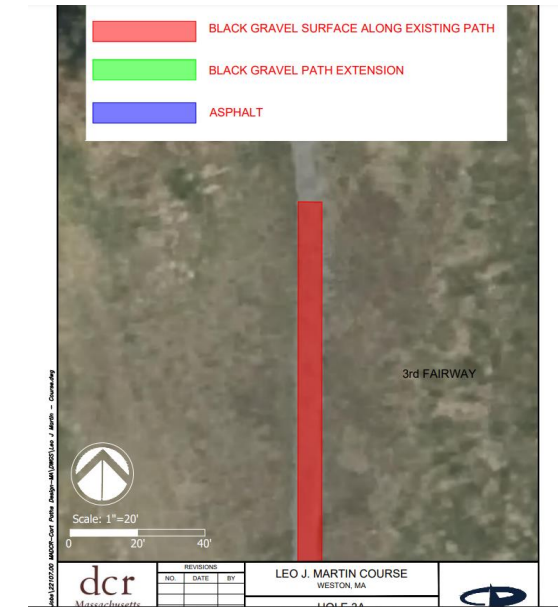


Replacement and upgrades to patio area at Ponkpoag GC

- As part of the Gas/Electric Golf Cart Project the patio area will receive much needed enhancements.
- This area serves as an overflow to the clubhouse when we have events and a “cool” area for golfers and friends to gather post round.

CART PATH PROJECT

- Active project with consulting engineering firm (Pare Corp) to complete
- Total Cart Path Length: 78,320 feet (14.3 mi) note: widths vary between 5-8 feet
- Recommended Improvements
 - a. final design drawings for each course
 - b. % reduction of impervious surface for each course
 - c. directional and informational signage
 - d. integration with existing trails showing all intersections and shared sections
 - e. potential new designated sections of accessible cart paths and trail connections
- Estimated construction cost is \$1.2M which is expected to be spent over 18-24 months to minimize disruption and impacts to operations.





Leo J Martin Irrigation Project



The current irrigation project is for holes 1-6 and will cost \$8 million. It will provide year-round irrigation for the golf course, as well as a snowmaking system for Nordic skiing and new site lighting for skiing.

A proposed expansion of the project would irrigate the entire course, including holes 7-18, for an additional cost of \$4 million. The current project's pumphouse design is oversized to accommodate this expansion, so the total irrigation system could be added later.

CHALLENGES

Expenses

Rising Supply Chain Costs

- The pandemic has also caused disruptions to the supply chain for golf course supplies and equipment. This has led to increased costs for these items
 - Fixed course supply and equipment expenses have nearly doubled since the start of the pandemic

Employment

- Retention of Long-Term Seasonal Employees: Maintaining a stable workforce of seasonal employees has become increasingly difficult. This poses a challenge in ensuring continuity and expertise in course maintenance, customer service and skilled labor.
- Recruitment of Skilled Agronomy Professionals: Hiring qualified and experienced maintenance staff with a background in agronomy has become even more challenging. This is due to a limited pool of qualified candidates and a growing demand for such expertise.

Equipment

- Challenge of maintaining equipment on un-irrigated terrain. The harsh conditions of dry and compacted soil takes a toll on both maintenance machinery and golf carts. The abrasive surfaces can cause premature wear and tear on tires, tracks, and other components, leading to increased downtime and maintenance costs.
- The maintenance of golf course equipment has been a daunting task, especially when faced with staffing shortages and lease structure issues. We have struggled to find and retain qualified mechanics and technicians, leaving staff to maintain their extensive fleet of equipment. This has led to delay and equipment down time.