

## A message from the PRESIDENT/CEO



ERIC D. HART, CVE

I am pleased to present the recommended Operating and Capital Budget for the fiscal year 2024. This budget was developed by staff and included a review by the City of Tampa finance staff and the Authority's Finance Committee. As with previous budget years, the Authority has completed the development of a strategic plan which continues to place an emphasis on revenue generation and capital improvements at the courses and this budget continues to reflect this philosophy.

The golf operations' financial position has improved considerably during the past three fiscal years. This budget reflects this improved financial performance, as we are anticipating continued revenue strength in the coming fiscal year. The Authority's financial expectations, set in the 2023 approved budget, are

anticipated to be surpassed by \$892,000. This is due to a combination of factors including favorable consistent course and weather conditions, continued strong demand in golf, along with higher per capita revenue generation in rounds played, food and beverage and merchandise sales. This budget reflects our continued belief that the increased demand and spending trends will continue through the fiscal year. We have worked with the City to utilize these and prior year surplus generated funds to establish a \$1.5 million operating reserve and to reinvest \$3.894 million of these funds back into these community assets, which will be used for deferred maintenance items and further optimize revenue potential at the courses.

We are forecasting the Authority courses will operate at a \$64,112 loss in the 2024 fiscal year. While we anticipate this minor loss, we are not requesting any operating subsidy from the City of Tampa and will manage any actual losses using the established operating reserve funds. Authority management continues to modify our business priorities for the golf courses, allowing us to adapt to changes within the operating environment, similar to privately operated golf courses.

Respectfully,

C.D. Hat

To plan, develop, promote and maintain a comprehensive complex of sports and recreation facilities for the use and enjoyment of the citizens of Tampa and Hillsborough County.

OUR POLF To stimulate economic vitality and improve the quality of life in Tampa Bay through compelling sports and entertainment offerings held at world-class venues.

Providing sports and entertainment to Tampa Bay.

VISION STATEMENT

#### ABOUT THE AUTHORITY

The Tampa Sports Authority is an Independent Special District, created by the Florida Legislature in 1965, to construct and manage sports and recreational facilities in Hillsborough County. The Authority's role is to stimulate economic vitality and improve the quality of life in Tampa Bay through compelling sports and entertainment offerings held at world-class venues. The Authority has no taxing power, but rather acts as an enterprise fund utilizing user-fees to subsidize its operating costs. As a result, all of its major capital construction projects, from the original Tampa Stadium, golf courses, Hillsborough County Tournament Sportsplex, Amalie Arena, George Steinbrenner Field and Raymond James Stadium have been accomplished by working closely with the approvals and financial support of Hillsborough County and the City of Tampa.

Babe Zaharias, Rogers Park and Rocky Point are municipal golf courses owned by the City of Tampa. The Authority has managed these courses since the mid-1970's, with the expressed mission of maintaining reasonably low prices for the benefit of the golfing public. We anticipate hosting 119,000 golfers in FY 2023. Provided within this report is a survey of rates from several local public courses that shows the Authority continues to offer some of the most competitive green fee rates in the region.



TAMPA SPORTS AUTHORITY: EXECUTIVE TEAM

(BACK L-R) STEVE REED (VP OF SPORTPLEX), BOBBY SILVEST (VP OF MARKETING & COMMUNICATIONS), DAVID MOSS (VP OF STADIUM OPERATIONS)

(FRONT L-R) JIM GARRISON (VP OF GOLF OPERATIONS), ERIC HART (PRESIDENT/ CEO), DAVID BYRNE (VP OF FINANCE/ADMINISTRATION)

(NOT PICTURED) REBECCA SKYLES (EXECUTIVE ASSISTANT TO CEO)



JULIA MANDELL GENERAL COUNSEL



CHRIS BERG ASSOCIATE GENERAL

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## ORGANIZATIONAL CHART

BOARD OF DIRECTORS

President/CEO Eric D. Hart

Babe Zaharias Director of Golf Heidi Njoes Rocky Point Director of Golf Jim Hanks Rogers Park Sr. Director of Golf TJ Heidel Maintenance Contractor ABM Golf Cart
Maintenance
Contractor
GCS

Operations Manager Trent Smith

Operations Manager Ben Cockerham Operations Manager Deuce Caston

Lead Golf Course Assistant

Lead Golf Course Assistant Lead Golf Course Assistant

Food & Beverage

Food & Beverage

Food & Beverage

Carts

Carts

Carts

Starter/Ranger

Starter/Ranger

Starter/Ranger

Purchasing

Purchasing

Purchasing



#### **KENNIE SIMS RETIREMENT**

KENNIE SIMS, THE TSA'S VICE PRESIDENT OF GOLF
OPERATIONS, RETIRED ON APRIL 22, 2022 AFTER 26
YEARS OF SERVICE WITH THE AUTHORITY. KENNIE
MANAGED THE THREE (3) CITY OF TAMPA OWNED GOLF
COURSES AND WAS INSTRUMENTAL TO THE SUCCESS AND
RESURGENCE OF THE GOLF FACILITIES IN RECENT YEARS.
HIS LEGACY AND IMPACT ON GOLF IN THE ENTIRE TAMPA
AREA WILL NEVER BE FORGOTTEN. WE THANK HIM FOR
HIS SERVICE AND WISH HIM ALL THE BEST.



VP Golf Operations Jim Garrison



Babe Zaharias Director of Golf Heidi Nioes



Rocky Point Director of Golf Jim Hanks



Rogers Park Sr. Director of Golf Travis J. Heidel

# TAMPA SPORTS BOARD OF



MARK S. WOODARD
CHAIR



TONY MUNIZ
VICE CHAIR



PATRICK MANTEIGA SECRETARY/TREASURER



**JOHN JAEB** 



**PENNY PARKS** 



**LUCIANO PRIDA, JR.** 

## AUTHORITY DIRECTORS







**DON DEFOSSET** 



HON. KEN HAGAN



JOSEPH W. J. ROBINSON P.E.



ANDY JOE SCAGLIONE



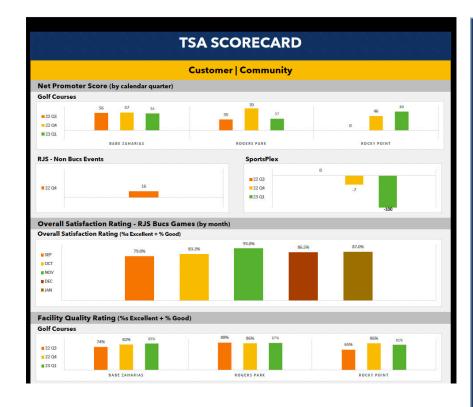
ERIC D. HART, CVE
PRESIDENT/CEO

# STRATEGIC PLAN

As part of the Authority's long-range planning efforts, a strategic plan has been developed with input from key stakeholders and our Board of Directors. We have developed long-range strategic objectives, that will drive planning for the Authority over our diverse inventory of current and possible future business lines. This strategic plan will be used as the main guiding document for the staff in managing the Authority's business lines and help the Board and TSA leadership align behind priorities.

#### **Key points:**

- Five-year plan (v. ten-year previously)
- Organized into three key sections
- Reflects Board survey feedback
- Various improvements versus last plan -more information, yet more structured and concise
- Highly actionable –from strategic initiatives to success measures (KPIs)



A "scorecard" that gives a summary of success measures (KPIs) for each business line will be published quarterly to gauge results.

#### BOARD-APPROVED STRATEGIC OBJECTIVES

- Diversify into and capitalize on new and profitable revenue sources
- Adopt proactive facility master planning while rapidly exploiting new or emerging sports and entertainment opportunities
- Create positive customer experiences
- Protect public assets while safeguarding our customers and their personally identifiable information
- Develop and maintain a diverse, innovative and engaged workforce
- Reduce reliance on County and City subsides
- Build community support for the Tampa Sports Authority
- Expand our adoption of environmentally sustainable practices

# CONTRIBUTION REQUESTS

This year's anticipated operating and maintenance expenses outlined in this document do not require an operating subsidy from the City of Tampa, as the Authority will fund any operating losses (if they occur) with our established budget stabilization reserve. The only contribution request being made to the City of Tampa for FY 2024 is for \$599,000 of capital projects. The Authority has an existing interlocal agreement with the City of Tampa which states the City shall be responsible for any capital improvements or operating shortfalls realized by the courses.

#### **REVENUE ASSUMPTIONS FOR FY 2024:**

- 1) Total Operating Revenues for FY24 are budgeted at \$5,419,831. This is \$1,225,416 greater than the FY23 budget. During FY23, Operating Revenues are projected to be \$1,675,615 better than budget. This is primarily due to the continued resurgence in golf coupled with the less price sensitivity of the new younger golf demographic. This resurgence has continued for several years now and only time will tell if it continues into the foreseeable future. We have created a series of new initiatives designed to retain our new surge in customers. This year we launched a new social media marketing campaign designed to increase our online presence across all platforms and help us to communicate more efficiently with our growing younger demographic. We have implemented a Veteran's program which gives generous discounts to active and retired military on designated holidays, and we are continuing to develop a comprehensive program that will recognize our Veterans on a per round basis. We are strengthening our relationship with the First-Tee Tampa Bay junior golf program by adding a par 3 short course at Rogers Park that will allow them to utilize much more "on course" time for the kids in their summer programs. We are also building a Toptracer range at Rogers Park.
- 2) Adverse weather revenue losses were incorporated throughout the budget in lieu of projecting a specific month where adverse weather will affect revenues. The past two years have produced near perfect weather conditions and an amazing resurgence in the interest of golf, and therefore should cautiously be used as a point of comparison.
- 3) During FY23, the three courses are projected to combine for approximately 119,000 paid rounds of golf. This represents an increase of 3,000 rounds over FY22. Based on this increase in demand, we continually re-evaluate our rate structure compared to our local market. The use of dynamic pricing and the loyalty rewards program continue to show a positive impact on green fee revenues. We will continue to either reduce rates or increase rates during non-peak and peak time frames to maximize revenues.
- 4) In marketing, we have successfully redesigned our loyalty program to include a more attractive rewards program. Golf Local has grown to over 2500 member families. We offer two major gift card programs, "Dads and Grads" May through June and Holiday Gift Cards November through December. We will promote initiatives utilizing a multi layered

# CONTRIBUTION REQUESTS

#### **EXPENSE ASSUMPTIONS FOR FY 2024:**

- 1) Total expenses for FY24 are budgeted at \$5,483,943. This is \$765,523 more than FY23 budget. During FY23 expenses are projected to be \$783,448 more than 2023 budget, due to variable expenses related to revenue strength.
- 2) Budgeted full-time salary numbers include a 4% COLA increase and additional merit increases for eligible employees.
- 3) Impact of 8.33% minimum wage increase is incorporated into the part-time labor budget resulting in an overall estimated impact of \$53,000.
- 4) Health insurance premium costs increased as the County anticipates a 10% premium increase.
- 5) Increase in overall (non-health) insurance costs, as insurance coverage for the facilities was more than originally budgeted, due to insurance market weakness for Florida insureds and course revenue strength. Audited general liability premiums are based upon course revenues, therefore the increase in revenues yields an increase in premiums.
- 6) A 5.5% increase in Retirement costs has been included based on the revised FRS contribution rates effective July 1, 2023.

|                                       | 2023           | 2023         | 2024         |
|---------------------------------------|----------------|--------------|--------------|
|                                       | BUDGET         | FORECAST     | BUDGET       |
|                                       |                |              |              |
| Operating Revenues                    | \$ 4,194,415   | \$ 5,870,030 | \$ 5,419,831 |
| Operating Expenses                    | \$ 4,718,421   | \$ 5,501,869 | \$ 5,483,943 |
| Operating Profit (Loss) *             | \$ (524,006)   | \$ 368,161   | \$ (64,112)  |
| Capital Expenditures                  | \$ (542,500)   | \$ (542,500) | \$ (599,000) |
| Profit/(Loss) Including Capital       | \$ (1,066,506) | \$ (174,339) | \$ (663,112) |
| Budgeted City of Tampa Contribution * | \$ 1,066,506   | \$ 1,066,506 | \$ 663,112   |
| Budget Surplus/(Defecit)              | \$ 0           | \$ 892,167   | \$ 0         |

## BUDGET NOTES

- 1) ACCRUAL ACCOUNTING: The Authority's golf course budget is presented on an accrual basis. Monthly financial statements along with budget documents are presented on a full accrual basis of accounting.
- 2) TOTAL CITY OF TAMPA CONTRIBUTION: Contribution amount is a sum of present year operational profits/ (losses) and capital investments.
- 3) "DUE TO" AMOUNTS: No "due to" amounts are present between the golf courses and Raymond James Stadium. "Due to's" between the individual golf courses are present throughout the year but are reconciled quarterly and zero balanced at fiscal year-end.
- 4) DEPRECIATION: Depreciation has been included in the Authority's audited financial statements. The Authority has worked with the City Administration and Authority auditors to determine that depreciation expense for the course is better suited to be represented on the Authority's annual financial audit. Depreciation is not included in any financial requests from the Authority to the City of Tampa since it is a non-cash occurrence within the financial statements. Depreciation will not be included in the monthly financial statement for ease of reading but will be included in the year end audited financial statements.
- 5) SALARIES: Wages include full-time, part-time and over-time estimates and corresponding benefits such as social security, retirement and health insurance.
- 6) CAPITAL COSTS: Reimbursement for proposed capital costs is provided by the City of Tampa net of any operating surplus.
- 7) INCOME TAX: The Authority is a governmental agency and therefore exempt from federal and state income taxes under provisions of the Internal Revenue Code and the Florida income tax code, respectively. There are no provisions for income taxes in the budget.



### GOLF REVENUE

#### **BABE ZAHARIAS**

#### **ROCKY POINT**

|   |    | 2023      |    | 2023      | 2024            |               | 2023         | 2023         | 2024         |
|---|----|-----------|----|-----------|-----------------|---------------|--------------|--------------|--------------|
|   | R  | UDGET     | Б  | ORECAST   | BUDGET          |               | BUDGET       | FORECAST     | BUDGET       |
|   |    | ODGLI     |    | OKECASI   | JODGET          |               | BODGET       | TORECASI     | BODGET       |
| OPERATING REVENUE   |    |           |    |           |                 |               |              |              |              |
| GOLF FEES   | \$ | 856,179   | \$ | 1,213,301 | \$<br>1,165,341 |               | \$ 1,295,699 | \$ 1,687,982 | \$ 1,585,108 |
| MERCHANDISE   | \$ | 70,378    | \$ | 123,483   | \$<br>104,424   |               | \$ 189,341   | \$ 261,802   | \$ 218,433   |
| FOOD & BEVERAGE   | \$ | 140,432   | \$ | 275,054   | \$<br>239,142   |               | \$ 249,753   | \$ 440,795   | \$ 342,488   |
| EVENT REVENUE   | \$ | 0         | \$ | 0         | \$<br>0         |               | \$ 0         | \$ 0         | \$ 0         |
| MEMBERSHIPS   | \$ | 29,750    | \$ | 19,221    | \$<br>15,850    |               | \$ 56,458    | \$ 50,536    | \$ 49,800    |
| DRIVING RANGE   | \$ | 0         | \$ | 0         | \$<br>0         |               | \$ 171,956   | \$ 171,611   | \$ 161,330   |
| PLUG TO BALANCE   |    |           |    |           |                 |               |              |              |              |
| TOTAL OPERATING REVENUES  | \$ | 1,096,739 | \$ | 1,631,059 | \$<br>1,524,757 |               | \$ 1,963,207 | \$ 2,612,726 | \$ 2,357,159 |
|   |    |           |    |           |                 |               |              |              |              |
| OPERATING EXPENSES  |    |           |    |           |                 |               |              |              |              |
| COST OF MERCHANDISE SOLD  | \$ | 50,870    | \$ | 89,073    | \$<br>74,177    | $\rightarrow$ | \$ 142,160   | \$ 186,063   | \$ 162,329   |
| COST OF FOOD & BEVERAGE   | \$ | 64,274    | \$ | 106,333   | \$<br>104,881   |               | \$ 115,900   | \$ 153,714   | \$ 148,246   |
| EVENT EXPENSES  | \$ | 0         | \$ | 0         | \$<br>0         | Ц             | \$ 0         | \$ 0         | \$ 0         |
| CLUBHOUSE OPERATIONS  | \$ | 461,287   | \$ | 542,309   | \$<br>549,106   |               | \$ 523,448   | \$ 640,664   | \$ 609,022   |
| COURSE MAINTENANCE  | \$ | 651,598   | \$ | 679,896   | \$<br>688,621   |               | \$ 672,031   | \$ 682,268   | \$ 681,490   |
| GENERAL AND ADMINISTRATIVE  | \$ | 220,600   | \$ | 273,458   | \$<br>298,541   |               | \$ 255,855   | \$ 348,804   | \$ 358,462   |
| RANGE SUPPLIES  | \$ | 0         | \$ | 0         | \$<br>0         |               | \$ 5,500     | \$ 13,759    | \$ 12,500    |
| PLUG TO BALANCE   |    |           |    |           |                 |               |              |              |              |
| TOTAL OPERATING EXPENSES  | \$ | 1,448,629 | \$ | 1,691,069 | \$<br>1,715,326 |               | \$ 1,714,894 | \$ 2,025,272 | \$ 1,972,048 |
| OPERATING (LOSS)/GAIN BEFORE CONTRIBUTION                             | \$ | (351,891) | \$ | (60,011)  | \$<br>(190,569) |               | \$ 248,313   | \$ 587,454   | \$ 385,111   |
| NON-OPERATING REVENUES (EXPENSES)                                     | \$ | 0         | \$ | 3,621     | \$<br>0         |               | \$ 0         | \$ 8,198     | \$ 0         |
| OPERATING & NON-OPERATING (LOSS)/GAIN BEFORE GRANTS AND CONTRIBUTIONS | \$ | (351,891) | \$ | (56,390)  | \$<br>(190,569) |               | \$ 248,313   | \$ 595,652   | \$ 385,111   |
| OPERATING (DEDUCTION) CONTRIBUTION                                    | \$ | 351,891   | \$ | 351,891   | \$<br>190,569   |               | \$ (248,313) | \$ (248,313) | \$ (385,111) |
|   |    |           |    |           |                 |               |              |              |              |
| OPERATING GAIN (LOSS) AFTER CONTRIBUTIONS                             | \$ | 0         | \$ | 291,880   | \$<br>0         |               | \$ O         | \$ 339,141   | \$ 0         |
| DROP (POTENTIAL FINANCIAL IMPACT)                                     | \$ | 0         | \$ | 0         | \$<br>0         |               | \$ 0         | \$ 0         | \$ 0         |
|   |    |           |    |           |                 |               |              |              |              |
| CAPITAL EXPENDITURES FUNDED BY CITY OF TAMPA                          | \$ | 267,000   | \$ | 267,000   | \$<br>62,000    |               | \$ 37,500    | \$ 37,500    | \$ 120,000   |

### OPERATIONS & EXPENSES

#### **ROGERS PARK**

#### **TOTALS BY FISCAL YEAR**

|    | 2023      | 2023     |           | 2024     |           |  |  |
|----|-----------|----------|-----------|----------|-----------|--|--|
|    | BUDGET    |          | FORECAST  |          | BUDGET    |  |  |
|    |           |          |           |          |           |  |  |
| \$ | 799,595   | \$       | 1,087,072 | \$       | 1,101,366 |  |  |
| \$ | 105,299   | \$       | 166,934   | \$       | 121,201   |  |  |
| \$ | 82,965    | \$       | 161,227   | \$       | 141,425   |  |  |
| \$ | 0         | \$       | 0         |          | 0         |  |  |
| \$ | 37,399    |          | 33,636    |          | 29,300    |  |  |
| \$ | 109,212   | \$       | 177,376   | \$       | 144,624   |  |  |
| \$ | 1,134,469 | ¢        | 1 424 244 | ¢        | 1 527 014 |  |  |
| 3  | 1,134,409 | ₽        | 1,626,246 | Þ        | 1,537,916 |  |  |
| -  |           |          |           |          |           |  |  |
|    |           |          |           |          |           |  |  |
| \$ | 77,144    | \$       | 128,105   | \$       | 90,711    |  |  |
| \$ | 38,222    |          | 71,690    |          | 62,633    |  |  |
| \$ | 0         | \$       | 0         | \$       | 0         |  |  |
| \$ | 529,294   | _        | 597,239   |          | 612,858   |  |  |
| \$ | 669,609   |          |           | \$       | 708,361   |  |  |
| \$ | 232,628   | \$       | 275,630   | \$       | 301,006   |  |  |
| \$ | 8,000     | \$       | 9,143     | \$       | 21,000    |  |  |
|    |           |          |           |          |           |  |  |
| \$ | 1,554,898 | \$       | 1,785,528 | \$       | 1,796,569 |  |  |
|    |           |          |           |          |           |  |  |
| \$ | (420,428) | \$       | (159,282) | \$       | (258,654) |  |  |
| -  |           |          |           |          |           |  |  |
|    |           |          |           |          |           |  |  |
| \$ | 0         | \$       | 6,798     | \$       | 0         |  |  |
|    |           |          |           |          |           |  |  |
| \$ | (420,428) | \$       | (152,484) | \$       | (258,654) |  |  |
| -  |           |          |           |          |           |  |  |
| \$ | 420,428   | \$       | 420,428   | \$       | 258,654   |  |  |
| Ť  |           | _        |           | _        |           |  |  |
|    |           | _        |           |          |           |  |  |
| \$ | 0         | \$       | 261,146   | ¢        | 0         |  |  |
| •  | U         | Þ        | 201,140   | Þ        | ٩         |  |  |
|    |           |          |           |          |           |  |  |
| \$ | 0         | \$       | 0         | \$       | 0         |  |  |
| _  | 0         | ٠        | 0         | ٠        | ٥         |  |  |
|    |           |          |           |          |           |  |  |
|    |           |          |           |          |           |  |  |
|    |           | $\vdash$ |           | $\vdash$ | -         |  |  |
|    |           |          |           | _        |           |  |  |
| \$ | 238,000   | \$       | 238,000   | \$       | 417,000   |  |  |
|    |           |          |           |          |           |  |  |

| 2023         | 2023            | 2024         |  |  |  |
|--------------|-----------------|--------------|--|--|--|
| BUDGET       | <b>FORECAST</b> | BUDGET       |  |  |  |
|              |                 |              |  |  |  |
| \$ 2,951,473 | \$ 3,988,355    | \$ 3,851,814 |  |  |  |
| \$ 365,018   | \$ 552,219      | \$ 444,058   |  |  |  |
| \$ 473,150   | \$ 877,077      | \$ 723,055   |  |  |  |
| \$ 0         | \$ 0            | \$ 0         |  |  |  |
| \$ 123,606   | \$ 103,393      | \$ 94,950    |  |  |  |
| \$ 281,168   | \$ 348,986      | \$ 305,954   |  |  |  |
| \$ 0         | \$ 0            | \$ 0         |  |  |  |
| \$ 4,194,415 | \$ 5,870,030    | \$ 5,419,831 |  |  |  |
|              |                 |              |  |  |  |
|              |                 |              |  |  |  |
|              |                 |              |  |  |  |
| \$ 270,174   | \$ 403,241      | \$ 327,217   |  |  |  |
| \$ 218,397   |                 |              |  |  |  |
| \$ 0         | \$ 0            | \$ 0         |  |  |  |
| \$ 1,514,029 | \$ 1,780,213    | \$ 1,770,986 |  |  |  |
| \$ 1,993,238 | \$ 2,065,885    | \$ 2,078,473 |  |  |  |
| \$ 709,083   | \$ 897,891      | \$ 958,008   |  |  |  |
| \$ 13,500    | \$ 22,902       | \$ 33,500    |  |  |  |
| \$ 0         | \$ 0            | 0            |  |  |  |
| \$ 4,718,421 | \$ 5,501,869    | \$ 5,483,943 |  |  |  |
|              |                 |              |  |  |  |
| \$ (524,006) | \$ 368,161      | \$ (64,112)  |  |  |  |
|              |                 |              |  |  |  |
| \$ 0         | \$ 18,616       | \$ 0         |  |  |  |
| -            | 10,010          | -            |  |  |  |
| \$ (524,006) | \$ 386,777      | \$ (64,112)  |  |  |  |
| (02.1/000/   |                 | (0.7.1.27    |  |  |  |
|              |                 |              |  |  |  |
| \$ 524,006   | \$ 524,006      | None *       |  |  |  |
|              |                 |              |  |  |  |
|              | # ana : : =     | 0.5          |  |  |  |
| \$ 0         | \$ 892,167      | U \$         |  |  |  |
|              |                 |              |  |  |  |
| \$ 0         | \$ 0            | \$ 0         |  |  |  |
|              |                 |              |  |  |  |
|              |                 |              |  |  |  |
|              |                 |              |  |  |  |
| \$ 542,500   | \$ 542,500      | \$ 599,000   |  |  |  |
|              |                 | 4.0          |  |  |  |

<sup>\*</sup> Authority is not requesting a contribution for the budgeted \$64,112 operating loss as previously established Budget Stabilization Fund will fund operations should a operating loss occur.

# CAPITAL PROJECTS

FY 2023

#### **ROGERS PARK CLUBHOUSE ROOF**



The clubhouse roof was over 20 years old and in dire need of repair. The tile roof was replaced with a new metal roof that has a life expectancy of 50 years.

#### **BABE GOLF SHOP RENOVATION**



The golf shop renovation was completed and provides a vastly improved merchandise presentation. This improvement combined with the previously renovated grill and bathroom areas greatly enhances the overall experience at Babe Zaharias Golf Course.

| 2023 CAPITAL PROJECTS SUMMARY |    |         |  |  |  |
|-------------------------------|----|---------|--|--|--|
| Babe Zaharias                 | \$ | 267,000 |  |  |  |
| Rocky Point                   | \$ | 37,500  |  |  |  |
| Rogers Park                   | \$ | 238,000 |  |  |  |
| Total                         | \$ | 542,500 |  |  |  |

# ROGERS PARK PROJECTS



#### **TOPTRACER RANGE**

The Toptracer Range at the Rogers Park driving range will be the ultimate practice tool, taking the guesswork out of range sessions by offering an engaging, data-driven experience that appeals to everyone. This addition will make Rogers Park a more attractive destination, attracting new guests and retaining current ones while boosting revenue streams across the entire facility and we will be the first golf course in Tampa Bay to have this enhancement. The opening is anticipated to be the summer of 2024.

#### ROGERS PARK SHORT COURSE

The First Tee of Tampa Bay and the Tampa Sports Authority collaboration to build a par 3, 9-hole short course at Rogers Park is nearing completion. This new par-3 golf course is designed by Steve Smyers, utilizing a First Tee budget of approximately \$600,000. The new course will be utilized for those participating in First Tee programs – and will be open to the public for a nominal user fee. The new short course will open November 2023.



# PROPOSED CAPITAL PROJECT BUDGET

FY 2024

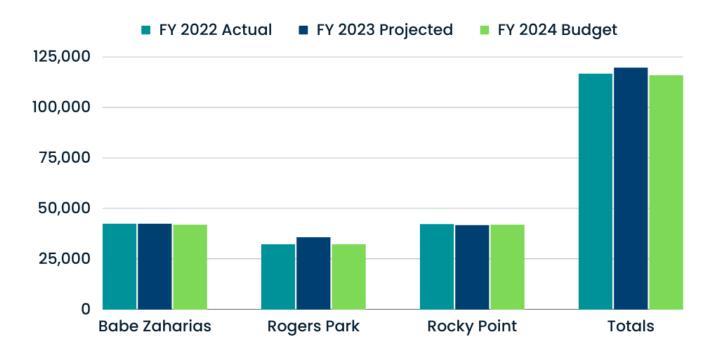


| PROPOSED CAPITAL PROJECTS FY-2024          |                            |                   |                 |              |  |  |  |  |  |
|--|----------------------------|-------------------|-----------------|--------------|--|--|--|--|--|
|  | BABE ZAHARIAS              | ROCKY POINT       | ROGERS PARK     | TOTALS       |  |  |  |  |  |
| <b>Golf Course Improvements</b>            | -                          | \$ 90,000         | \$ 387,000      | \$ 477,000   |  |  |  |  |  |
| Clubhouse Improvements                     | \$ 32,000                  | -                 | -               | \$ 32,000    |  |  |  |  |  |
| <b>Contingency Projects</b>                | \$ 30,000                  | \$ 30,000         | \$ 30,000       | \$ 90,000    |  |  |  |  |  |
| Total Capital                              | \$ 62,000                  | \$ 120,000        | \$ 417,000      | \$ 599,000   |  |  |  |  |  |
|  |                            |                   |                 |              |  |  |  |  |  |
|  |                            |                   |                 |              |  |  |  |  |  |
| REINVESTMENT RESERVE                       | PROJECTS - FUNDE           | D FROM FY-2022 OF | PERATING BUDGET | SURPLUS      |  |  |  |  |  |
|  | BABE ZAHARIAS              | ROCKY POINT       | ROGERS PARK     | TOTALS       |  |  |  |  |  |
| Golf Course Improvements                   | \$ 958,000                 | -                 | \$ 192,364      | \$ 1,150,364 |  |  |  |  |  |
| <b>Customer Experience</b>                 | -                          | \$ 446,573        | -               | \$ 446,573   |  |  |  |  |  |
| <b>Total Reinvestment Reserve Projects</b> | \$ 958,000                 | \$ 446,573        | \$ 192,364      | \$ 1,596,937 |  |  |  |  |  |
|  |                            |                   |                 |              |  |  |  |  |  |
|  |                            |                   |                 |              |  |  |  |  |  |
|  | TOTAL PROJECT EXPENDITURES |                   |                 |              |  |  |  |  |  |
|  | BABE ZAHARIAS              | ROCKY POINT       | ROGERS PARK     | TOTALS       |  |  |  |  |  |
| <b>Total Project Expenditures</b>          | \$ 1,020,000               | \$ 566,573        | \$ 609,364      | \$ 2,195,937 |  |  |  |  |  |

Project funding may be allocated between courses and projects or to contingency to adapt to unforeseen costs and emergencies.

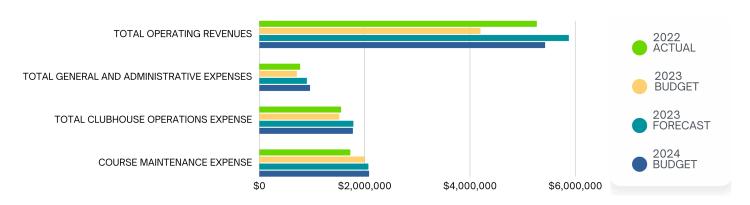
# PAID PLAYER COMPARISON

| PAID PLAYERS COMPARISON |                   |                      |                   |  |  |  |  |
|-------------------------|-------------------|----------------------|-------------------|--|--|--|--|
|                         | FY 2022<br>ACTUAL | FY 2023<br>PROJECTED | FY 2024<br>BUDGET |  |  |  |  |
| BABE ZAHARIAS           | 42,281            | 42,283               | 41,882            |  |  |  |  |
| ROGERS PARK             | 32,184            | 35,625               | 32,102            |  |  |  |  |
| ROCKY POINT             | 42,131            | 41,609               | 41,830            |  |  |  |  |
| TOTALS                  | 116,596           | 119,517              | 115,814           |  |  |  |  |



# REVENUE & EXPENSE COMPARISONS

|     |   | 2022<br>ACTUAL  | 2023<br>BUDGET |           | 2023<br>FORECAST |           | 2024<br>BUDGET  |
|-----|---|-----------------|----------------|-----------|------------------|-----------|-----------------|
|     | AL<br>RATING<br>ENUES                   | \$<br>5,262,604 | \$             | 4,194,415 | \$               | 5,870,030 | \$<br>5,419,831 |
| ADN | AL<br>ERAL AND<br>IINISTRATIVE<br>ENSES | \$<br>770,261   | \$             | 709,083   | \$               | 897,891   | \$<br>958,008   |
| OPE | AL<br>BHOUSE<br>RATIONS<br>ENSE         | \$<br>1,547,397 | \$             | 1,514,029 | \$               | 1,780,213 | \$<br>1,770,986 |
|     | RSE<br>NTENANCE<br>ENSE                 | \$<br>1,722,945 | \$             | 1,993,238 | \$               | 2,065,885 | \$<br>2,078,473 |



### MARQUEE EVENTS

#### BABE ZAHARIAS HISTORICAL MARKER DEDICATION

The Hillsborough County Historical Advisory Council in partnership with the Forest Hills Neighborhood Association and the Tampa Sports Authority, held the dedication of the Babe Zaharias historical marker on March 24, 2023.

Featured speakers included Mayor Jane Castor, Tampa City Councilman Luis Viera, TSA Board Chair Mark Woodard and Hillsborough County Advisory Council President Alison Smith.



#### **WOMEN'S INVITATIONAL**

The first annual Women's Invitational was held at Babe Zaharias Golf Course on March 25, 2023. The event was a sellout with 120 women participating and raised \$4,000 for the charity Love4Paws.



#### CITY AMATEUR CHAMPIONSHIP

The 2023 City Amateur Championship was held on April 15th & 16th at Rogers Park. The winners were as follows:

Champion- Greg Eckels- 75-67=142 (pictured at right) Senior Champion- Michael Kelly- 68-74=142 Super Senior Champion- Bill Moore- 77-75=152





#### **BABE DAY GOLF TOURNAMENT**

The 13th annual celebration golf tournament of the legendary Babe Zaharias was held June 24, 2023 with 124 golfers participating. The event raised \$4,000 for the Children's Cancer Center.











## GRENFES COMPARISON WEEKDAY

| GOLF COURSE            | COUNTY   | AM    | PM    | TWILIGHT |
|------------------------|----------|-------|-------|----------|
| BABE ZAHARIAS REGULAR  | HILLS    | 46.00 | 39.00 | 34.00    |
| BABE ZAHARIAS SENIOR   | HILLS    | 35.00 | 30.00 | 25.00    |
| BABE ZAHARIAS TSA CARD | HILLS    | 37.00 | 30.00 | 27.00    |
| BARDMOOR               | PINELLAS | 79.00 | 69.00 | 49.00    |
| BLOOMINGDALE           | HILLS    | 47.00 | 39.00 | 30.00    |
| CHI CHI RODROGUEZ      | PINELLAS | 39.99 | 34.99 | 31.99    |
| CHEVAL G & C.C.        | HILLS    | 59.00 | 40.00 | 40.00    |
| CLEARWATER C.C.        | PINELLAS | 45.00 | 35.00 | 30.00    |
| COVE CAY               | PINELLAS | 60.00 | 55.00 | 35.00    |
| CRESCENT OAKS          | PASCO    | 60.00 | 44.95 | 34.95    |
| DIAMOND HILL           | HILLS    | 49.00 | 43.00 | 35.00    |
| DUNEDIN CC             | PINELLAS | 69.99 | 49.99 | 45.99    |
| EAGLES (FOREST)        | HILLS    | 64.00 | 44.00 | 35.00    |
| EAGLES (LAKES)         | HILLS    | 64.00 | 44.00 | 35.00    |
| EAST BAY               | PINELLAS | 37.00 | 32.00 | 32.00    |
| FOX HOLLOW             | PASCO    | 59.95 | 44.95 | 39.95    |
| HERITAGE HARBOR        | HILLS    | 40.00 | 36.00 | 32.00    |
| HERITAGE ISLE          | HILLS    | 52.00 | 44.00 | 28.00    |
| LAKE BERNADETTE        | PASCO    | 29.91 | 23.36 | 23.36    |
| LAKE JOVITA NORTH      | PASCO    | 85.00 | 65.00 | 50.00    |
| LAKE JOVITA SOUTH      | PASCO    | 85.00 | 65.00 | 50.00    |
| LANSBROOK              | PINELLAS | 44.10 | 41.65 | 36.99    |
| LEXINGTON OAKS         | PASCO    | 38.00 | 32.00 | 28.00    |
| MACDILL PALMS NORTH    | HILLS    | 25.00 | 25.00 | 25.00    |
| MACDILL PALMS SOUTH    | HILLS    | 54.00 | 32.00 | 32.00    |
| MANGROVE BAY           | PINELLAS | 41.00 | 41.00 | 28.50    |
| NORTHDALE              | HILLS    | 37.00 | 32.00 | 27.00    |
| PLANTATIONPALMS        | PASCO    | 60.00 | 44.95 | 38.00    |
| RIVERSIDE GOLF CLUB    | HILLS    | 40.00 | 35.00 | 35.00    |
| ROCKY POINT REGULAR    | HILLS    | 55.00 | 50.00 | 40.00    |
| ROCKY POINT SENIOR     | HILLS    | 38.00 | 33.00 | 28.00    |
| ROCKY POINT TSA CARD   | HILLS    | 40.00 | 35.00 | 30.00    |
| ROGERS PARK REGULAR    | HILLS    | 52.00 | 47.00 | 40.00    |
| ROGERS PARK SENIOR     | HILLS    | 38.00 | 36.00 | 33.00    |
| ROGERS PARK TSA        | HILLS    | 40.00 | 38.00 | 35.00    |
| SADDLEBROOK            | PASCO    | 55.00 | 40.00 | 32.00    |
| SADDLEBROOK PALMER     | PASCO    | 55.00 | 40.00 | 32.00    |
| SCOTLAND YARDS         | PASCO    | 37.00 | 32.00 | 32.00    |
| SILVER DOLLAR          | HILLS    | 40.00 | 32.00 | 32.00    |
| SILVERADO              | HILLS    | 32.71 | 26.17 | 18.69    |
| SUMMERFIELD            | HILLS    | 41.65 | 36.55 | 31.35    |
| TAMPA BAY G & C.C.     | PASCO    | 42.00 | 37.00 | 22.00    |
| TARPON SPRING G.C.     | PINELLAS | 34.00 | 31.00 | 27.00    |
| TEMPLE TERRACE         | HILLS    | 65.00 | 55.00 | 45.00    |
| THE GROVES             | PASCO    | 40.00 | 32.00 | 28.00    |
| USF                    | HILLS    | 29.99 | 26.99 | 26.99    |
| WENTWORTH              | PASCO    | 39.95 | 34.95 | 29.95    |
| WESTCHASE              | HILLS    | 79.00 | 69.00 | 49.00    |

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## GREEN FEES COMPARISON WEEKEND

| GOLF COURSE            | COUNTY   | AM     | PM    | TWILIGHT |
|------------------------|----------|--------|-------|----------|
| BABE ZAHARIAS REGULAR  | HILLS    | 49.00  | 42.00 | 36.00    |
| BABE ZAHARIAS SENIOR   | HILLS    | 38.00  | 33.00 | 28.00    |
| BABE ZAHARIAS TSA CARD | HILLS    | 40.00  | 35.00 | 29.00    |
| BARDMOOR               | PINELLAS | 89.00  | 79.00 | 52.00    |
| BLOOMINGDALE           | HILLS    | 59.00  | 47.00 | 35.00    |
| CHI CHI RODROGUEZ      | PINELLAS | 43.00  | 40.00 | 32.00    |
| CHEVAL G & C.C.        | HILLS    | 79.00  | 45.00 | 45.00    |
| CLEARWATER C.C.        | PINELLAS | 55.00  | 45.00 | 35.00    |
| COVE CAY               | PINELLAS | 60.00  | 55.00 | 35.00    |
| CRESCENT OAKS          | PASCO    | 71.00  | 54.95 | 39.95    |
| DIAMOND HILL           | HILLS    | 59.00  | 49.00 | 39.00    |
| DUNEDIN CC             | PINELLAS | 69.99  | 49.99 | 45.99    |
| EAGLES (FOREST)        | HILLS    | 74.00  | 54.00 | 35.00    |
| EAGLES (LAKES)         | HILLS    | 74.00  | 54.00 | 35.00    |
| East Bay               | PINELLAS | 37.00  | 32.00 | 32.00    |
| FOX HOLLOW             | PASCO    | 69.95  | 59.95 | 49.95    |
| HERITAGE HARBOR        | HILLS    | 52.00  | 46.00 | 36.00    |
| HERITAGE ISLE          | HILLS    | 58.00  | 47.00 | 32.00    |
| LAKE BERNADETTE        | PASCO    | 32.71  | 26.71 | 23.36    |
| LAKE JOVITA NORTH      | PASCO    | 110.00 | 85.00 | 70.00    |
| LAKE JOVITA SOUTH      | PASCO    | 110.00 | 85.00 | 70.00    |
| LANSBROOK              | PINELLAS | 59.00  | 47.00 | 35.00    |
| LEXINGTON OAKS         | PASCO    | 43.00  | 36.00 | 28.00    |
| MACDILL PALMS NORTH    | HILLS    | 25.00  | 25.00 | 25.00    |
| MACDILL PALMS SOUTH    | HILLS    | 54.00  | 32.00 | 32.00    |
| MANGROVE BAY           | PINELLAS | 44.00  | 41.00 | 28.50    |
| NORTHDALE              | HILLS    | 40.00  | 32.00 | 25.00    |
| PLANTATION PALMS       | PASCO    | 60.00  | 55.00 | 44.00    |
| RIVERSIDE GOLF CLUB    | HILLS    | 39.00  | 35.00 | 29.00    |
| ROCKY POINT REGULAR    | HILLS    | 60.00  | 55.00 | 45.00    |
| ROCKY POINT SENIOR     | HILLS    | 43.00  | 38.00 | 33.00    |
| ROCKY POINT TSA CARD   | HILLS    | 45.00  | 40.00 | 35.00    |
| ROGERS PARK REGULAR    | HILLS    | 55.00  | 50.00 | 41.00    |
| ROGERS PARK SENIOR     | HILLS    | 43.00  | 41.00 | 34.00    |
| ROGERS PARK TSA        | HILLS    | 45.00  | 43.00 | 36.00    |
| SADDLEBROOK            | PASCO    | 60.00  | 45.00 | 32.00    |
| SADDLEBROOK PALMER     | PASCO    | 60.00  | 45.00 | 32.00    |
| Scotland Yards         | PASCO    | 37.00  | 32.00 | 32.00    |
| SILVER DOLLAR          | HILLS    | 40.00  | 32.00 | 32.00    |
| SILVERADO              | HILLS    | 32.71  | 26.71 | 18.69    |
| SUMMERFIELD            | HILLS    | 65.00  | 56.00 | 34.00    |
| TAMPA BAY G & C.C.     | PASCO    | 75.00  | 53.00 | 32.00    |
| TARPON SPRING G.C.     | PINELLAS | 34.00  | 31.00 | 27.00    |
| TEMPLE TERRACE         | HILLS    | 75.00  | 65.00 | 55.00    |
| THE GROVES             | PASCO    | 45.00  | 42.00 | 34.00    |



