

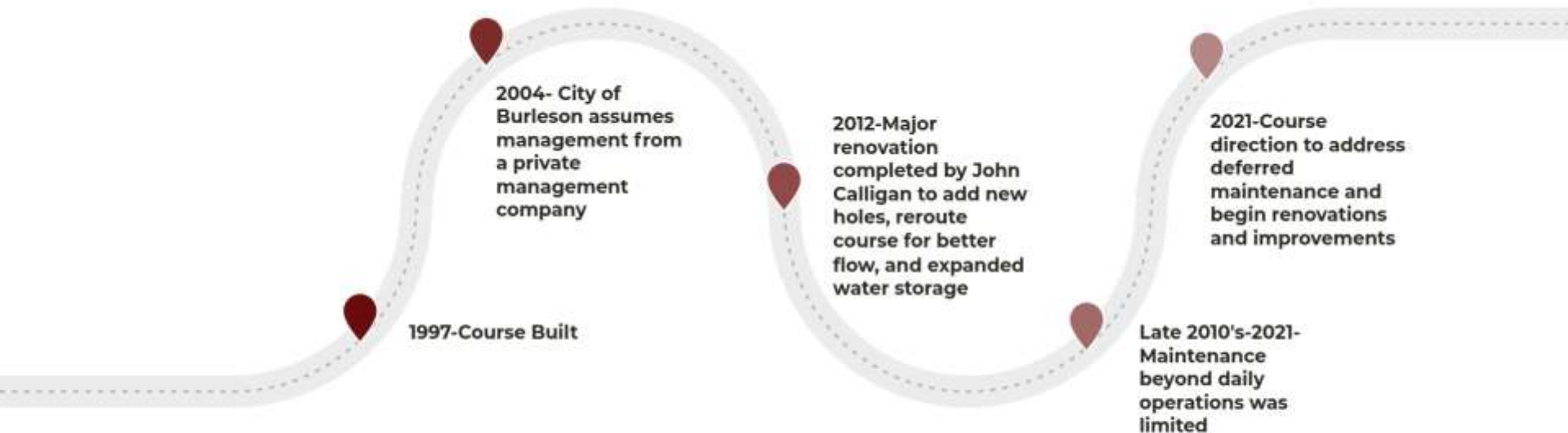


Hidden Creek Golf Course

Vision for the Future

Staff Presenter: Jen Basham, Director of Parks and Recreation
City Council, June 16, 2025

TIMELINE OF THE COURSE



Starting in 2021



Course Improvements

Bunker conversion to Better Billy Bunker System-\$323,000

Pumphouse renovation-\$135,000

Cart path replacements and drainage improvements-\$145,000

Turf restoration on holes 7,9 and 18-\$45,000

Tree removal and limb up-\$125,000

New Carts with GPS-\$491,000

Chemigation System-\$27,253

Aeration Machine-\$24,294



Terrace Restaurant Enhancements

Service counter and fixtures-\$10,000

Beverage carts-\$40,000

Addition of draft beer and fountain drinks-\$5,000

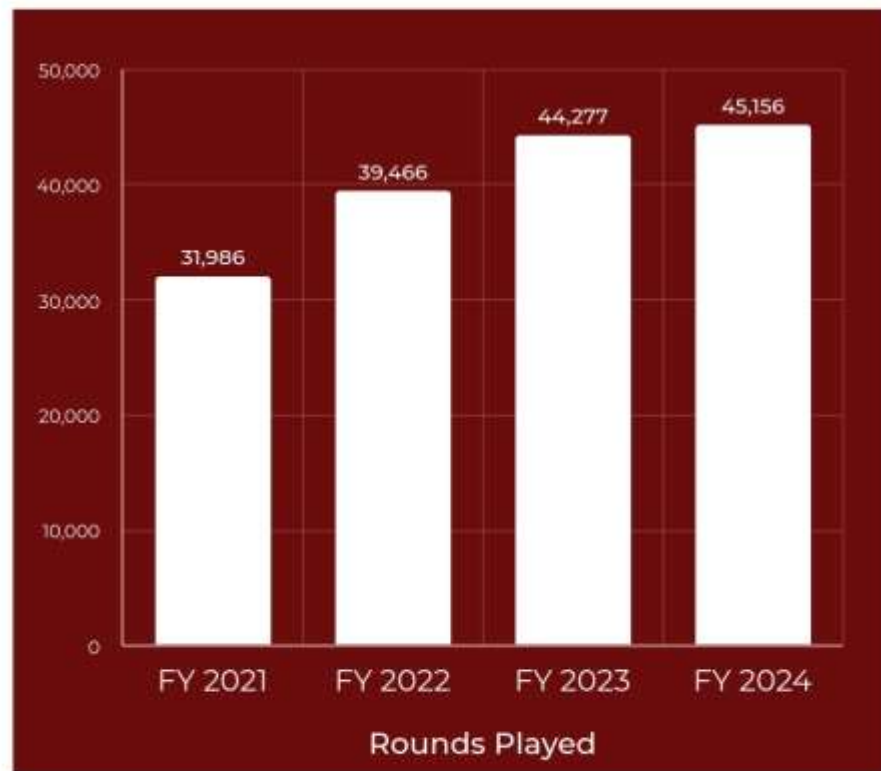


Total Investment

\$1,370,547



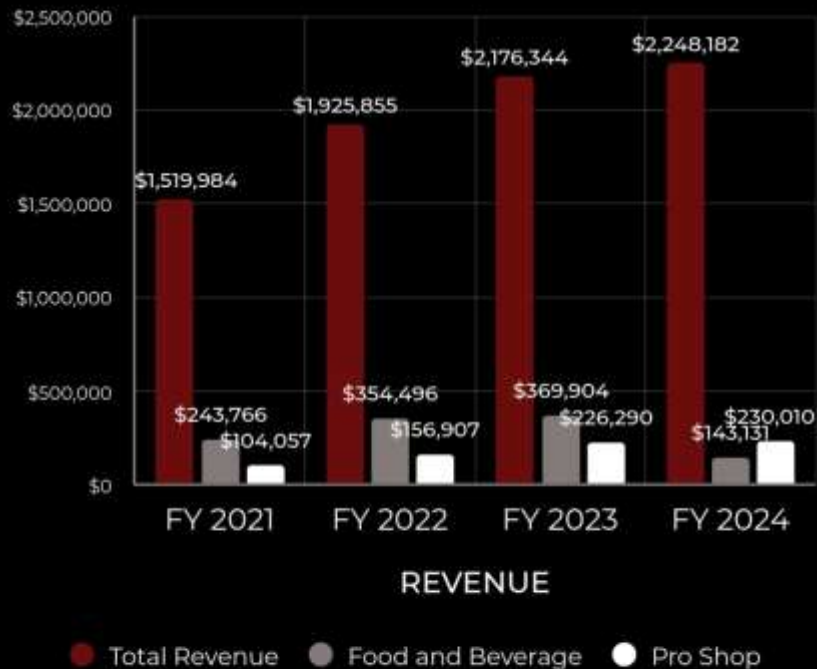
BREAKING RECORDS



Breaking the former 2009 record of 42,419 rounds and \$1,497,992 in revenue

YTD through June 8
rounds 31,320

BREAKING RECORDS



2010-2020 AVERAGE
ANNUAL REVENUE- \$1,331,716
F&B-\$257,889
PRO SHOP-\$130,394

YTD through June 8
revenue \$1,639,433



DREAM
BIG.

5 YEARS FROM NOW

Hidden Creek will have transitioned from a bargain golf course to a premier public golf destination

What we're currently working with

- Architectural Pedigree
- Strategic Layout
- Variety and Balance of Holes
- Routing
- Distinctive Features
- Length of at least 7,000 yards
- Multiple Tee Boxes
- Tough but Fair Conditions





Areas to be addressed to be premier

- Pristine Playing Surfaces-firm and fast fairways, consistent greens, well-maintained bunkers
- Top-tier Turf Management- including aeration, overseeding, pest control, and drainage
- Attention to Detail-landscaping and visual appeal throughout the course
- Clubhouse and Practice Facilities- that include locker rooms, full scale restaurant, pro shop and event space
- Technology Integrations-GPS on carts, autonomous mowers
- Hosting Capabilities-spectator accommodations, scoring tents, restrooms, parking and hospitality



LOCATION



WHERE MY
FRIENDS PLAY



COURSE
DESIGN



PACE OF PLAY



COST &
PERCEIVED
VALUE



TURF
QUALITY

HOW PEOPLE CHOOSE WHERE THEY PLAY

DFW Municipal Golf Courses

Course	City	Peak Green Fee with Cart
Texas Star	City of Euless	\$85
Tierra Verde	City of Arlington	\$87
Watters Creek	City of Allen	\$70
Grapevine Golf Course	City of Grapevine	\$70
Hidden Creek	City of Burleson	\$75 *by 2030



Tierra Verde-Rated in excellent condition with challenging greens, 18 hole course, state of the art learning center, 3-hole practice course and short game area



Watters Creek- praised for excellent greens, challenging layouts, 18,9 and 6 hole options, expansive practice facilities, short game and club fitting area, notable restaurant and pro shop amenities

Let's Compare

FEATURE			HIDDEN CREEK
WATERS CREEK	TIERRA VERDE		
Total Holes	33 (18+9+6)	18	18
Course Type	Championship, short game, beginner friendly	Championship, eco-friendly	Championship by design
Practice Facilities	Extensive, top rated	Comprehensive learning center	Adequate
Amenities	Grill 33, pro shop, event pavilion	Ventana Grill, pro shop, Clubhouse	Terrace Restaurant, pro shop
Unique Aspects	Variety of courses for all skill levels	Audobon Signature Sanctuary	Affordable, community oriented

Next Steps

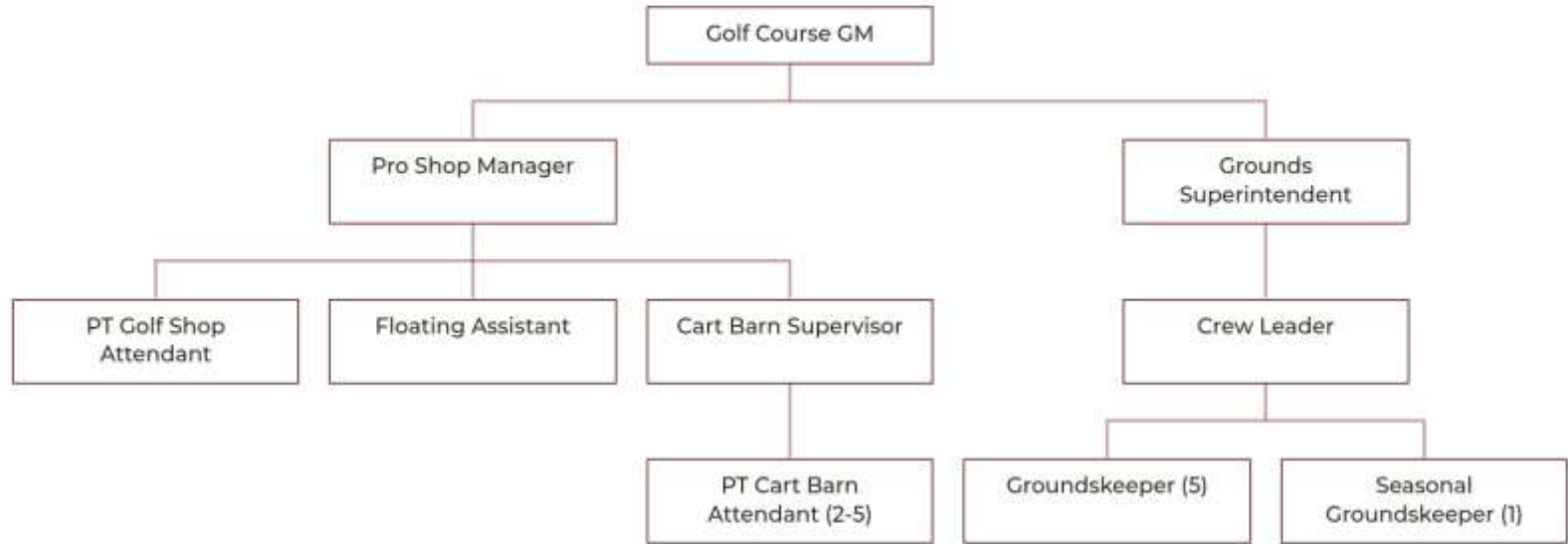




Maintaining the Current Maintenance Fleet Model

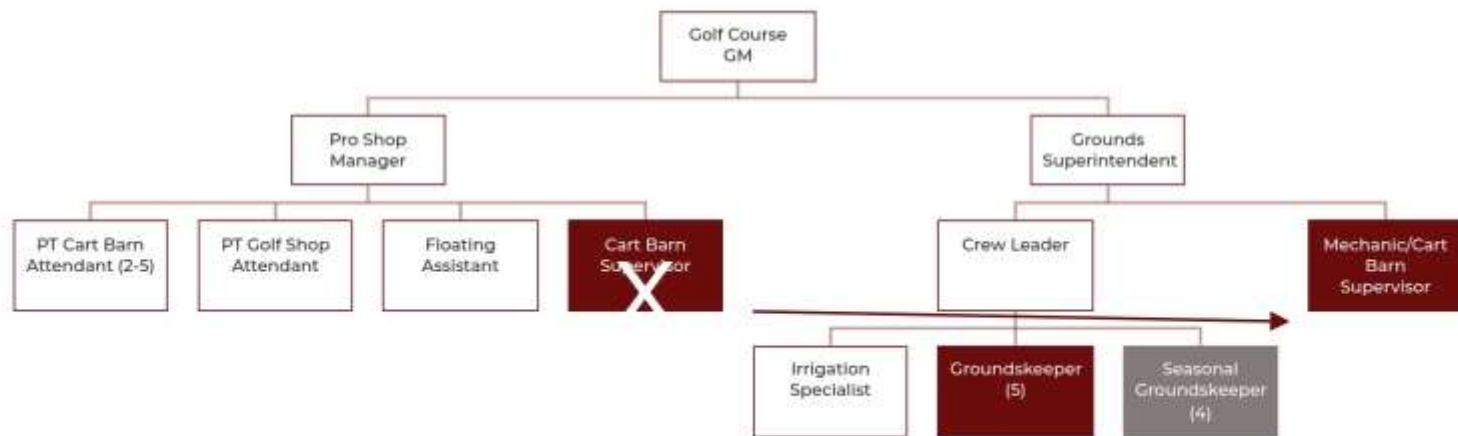
- 3 Greens Mowers (1 used as tee mower)
- 2 Fairway Mowers
- 2 Tractors (1 used as rough mower) (1 used to top dress, lely spread, spike and pull behind aeration)
- 2 Zeroturn mowers
- 4 Standard Duty Mowers
- 1 Heavy Duty Gator (used for sprayer and pulls topdresser/lely spreader on greens)
- Sandpro

Current Maintenance Staffing Model



The current grounds crew is structured to support a mid-performance level of course maintenance. While this allows for basic upkeep, it limits the potential for further quality improvements.

Proposed Maintenance Staffing Model



Proposed shifts include: combining the cart barn supervisor with the mechanic role that is currently centralized to fleet and 75% supported by the golf budget. The new cart fleet requires substantially less maintenance than the aging fleet. Bringing the mechanic back in house allows for a higher level of skill, detail, and maintenance on the maintenance fleet. This shift is currently accounted for in the proposed base budget for FY26. The other request is to increase the number of seasonal groundskeepers to assist during peak season with course maintenance and shift an existing groundskeeper role to an irrigation specialist. This request is part of the FY26 supplemental package.

Enhanced Maintenance with Staffing and Current Fleet

Activity	Total Weekly Hours Currently	Additional Hours Needed
Mowing Greens	24.5	
Rolling Greens	7	10.5
Mowing Fairways	12	6
Mowing Tees	10	5
Mowing Collars/Greens Surrounds	10	
Mowing Rough	40	16
Set Up	21	
Bunker Rake	24.5	
Weed Eat	38	64
Mowing Around Clubhouse	8	8
Irrigation Repair	20	
Greens Maintenance	15	
Equipment Cleanup	9.5	
Fertilize/Spray	16	24
Bunker Maintenance	7.5	
Fuel Pick up	3	
Range Mowing/Maintenance	8	
Total Labor Hours	274	133.5

9.09 FTE PLUS SUPERINTENDENT

Introduction of Technology to Fleet



- **Tees, Fairways, Rough, Clubhouse and Driving Range begin integrating autonomous mowing**
 - The total integration includes 13 mowers with a 5 year expected lifespan
 - Total Projected Cost of Integration: \$373,890
- **Proposed reductions in current fleet:**
 - Rough Mower, scheduled for replacement in 2027-\$50,000
 - Tee Mower, scheduled for replacement in 2028-\$50,000
 - Fairway Mower, scheduled for replacement in 2029-\$180,000
 - Total Reduction: \$280,000
- **Impact:**
 - autonomous mowers assist with never falling behind, they are not limited to weather or time of day for scheduling
 - currently there is a vacancy in the groundskeeping division, this position is being held pending the decision to move forward with autonomous mowers, the position savings would be \$79,410 annually *salary is shown with benefits
 - If autonomous mowers are integrated and the groundskeeper position is reduced by 1 FTE the mowers will return their investment by the end of the first year

Enhanced Maintenance with Staffing and Autonomous Mowers

Activity	Total Weekly Hours Currently	Additional Hours Needed	Reduction from Autonomous Mowers
Mowing Greens	24.5	17.5	-12
Rolling Greens	7		
Mowing Fairways	12		
Mowing Tees	10		
Mowing Collars/Greens Surrounds	10		
Mowing Rough	40	64	-16
Set Up	21		
Bunker Rake	24.5		
Weed Eat	38		
Mowing Around Clubhouse	8		
Irrigation Repair	20	24	-4
Greens Maintenance	15		
Equipment Cleanup	9.5		
Fertilize/Spray	16		
Bunker Maintenance	7.5		
Fuel Pick up	3	105.5	-56
Range Mowing/Maintenance	8		
Total Labor Hours	274		

8.09 FTE PLUS SUPERINTENDENT


Next Steps



Maintenance & Operations Projects

	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Complete Turf Restoration-135,000 sq ft of sod and 85,000 sq ft of seed	\$135,000				
Greens surround irrigation addition	\$20,000				
Drainage Basin Repair	\$15,000				
Greens Aerifier	\$48,961				
Amenities Package	\$16,750				
Sod Cutter	\$6,100				
Chemicals/Fertilizers- bulk fertilizer and additional pre-emergent applications		\$23,250			
Overseed Program Expansion		\$8,000			
Winter Fairway Paint		\$8,000			
Tree Removal-3,12 tee boxes, 13 green, 14 tee, 16 green				\$45,000	\$20,000 (annually for maintenance)
Drainage Work-Fairway Basins				\$15,000	
Total Cost-Supplementals	\$235,711	\$39,250		\$60,000	\$20,000
Complete Cart Path Replacement			\$2,000,000		
Drainage Work-hole 16 regrade and pond incorporation					\$400,000
Total Cost-Capital			\$2,000,000		\$400,000
Total-Supplemental and Capital	\$235,711	\$39,250	\$2,000,000	\$60,000	\$420,000

Items shown in red are currently proposed but not being recommended as part of the FY26 supplemental package. Items in green are currently recommended.

A photograph of a golf green with a yellow flag on a green pole. The green is well-maintained with visible mowed stripes. The background is a soft-focus view of the surrounding golf course landscape.

Maintenance and Staffing Adjustment Results

- **Course Quality**

Integration will allow for additional maintenance on areas currently below desired service levels

- All lakes, trees and cart paths will be edged weekly
- An additional mow of all non-green surfaces completed one additional time per week

- **Operations**

- Extend hours in pro shop and restaurant

Additional Opportunities For Consideration

- 1 | Restaurant Expansion to Full Service
- 2 | Halfway House or Mid-Course Concessions
- 3 | Player Development/Learning Center
- 4 | Short Par 3 Course Addition



Next Steps



Dynamic Pricing



- Dynamic pricing for golf involves using historical trends to implement pricing changes based on demand. This approach helps golf courses manage demand and maximize revenue.

Time Sensitive-Golfers willing to pay a premium for the time they want vs golfers willing to play whenever for a lower price

Future Revenue Projections

- FY 24
Rounds – 45,156
Total revenue per round on average -\$49.79
Total revenue - \$2,248,182
- Future revenue of 45,000 rounds at different revenue per rounds
 - \$55 per round - \$2,475,000 (Year 1)
 - \$60 per round - \$2,700,000 (Year 2)
 - \$65 per round - \$2,925,000 (Year 3)
 - \$70 per round - \$3,150,000 (Year 4)

Feedback?

