

SOUTHERN CALIFORNIA GOLF & WATER SUMMIT

August 18, 2022



Community Engagement

Josh Heptig

County of San Luis Obispo

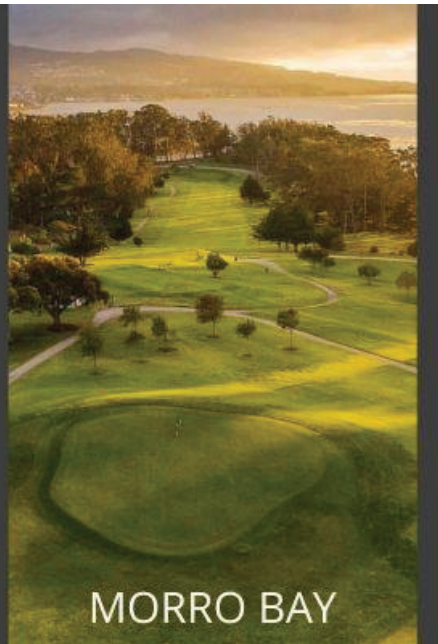
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Think  Outside

The word "Think" is in orange and "Outside" is in green. To the right of the word "Think" is a green silhouette of a tree containing icons for a person hiking, a person on a bicycle, and a person fishing.

CHALK MOUNTAIN



MORRO BAY



DAIRY CREEK

SLO COUNTY
GOLF

www.slocountygolf.com

“Houston we have a Problem”

~Jim Lovell, Apollo 13

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Prison Re-Alignment and Drought Conditions Reduced Available Reclaimed Water

45% Reduced Prison Population
+ 25% State mandated water conservation
= 60% less water

	<u>2014</u>	<u>2017</u>	<u>%Δ</u>
Rounds	43,273	21,500	-50%
Revenue	\$1,599,633	\$784,206	-51%
Green Fees	\$905,665	\$410,233	-54.6%
Memberships	\$110,309	\$43,734	-60.3%
Cart Fees	\$382,841	\$204,023	-46.7%
Driving Range	\$144,574	\$101,043	-30.1%
Merchandise	\$56,244	\$25,173	-55.2%

Now What?

County Parks established an Advisory Committee

- 1 DC men's club Member
- 1 DC women's club Member
- 1 Cal Poly Golf Coach
- 1 Golf Architect Consultant
- 1 County Golf Superintendent
- 1 Botanic Garden Director
- 1 Park Trail User
- 1 SLO City Parks Member
- 1 County Parks Director
- 1 County Parks Superintendent
- 1 County Parks Planner



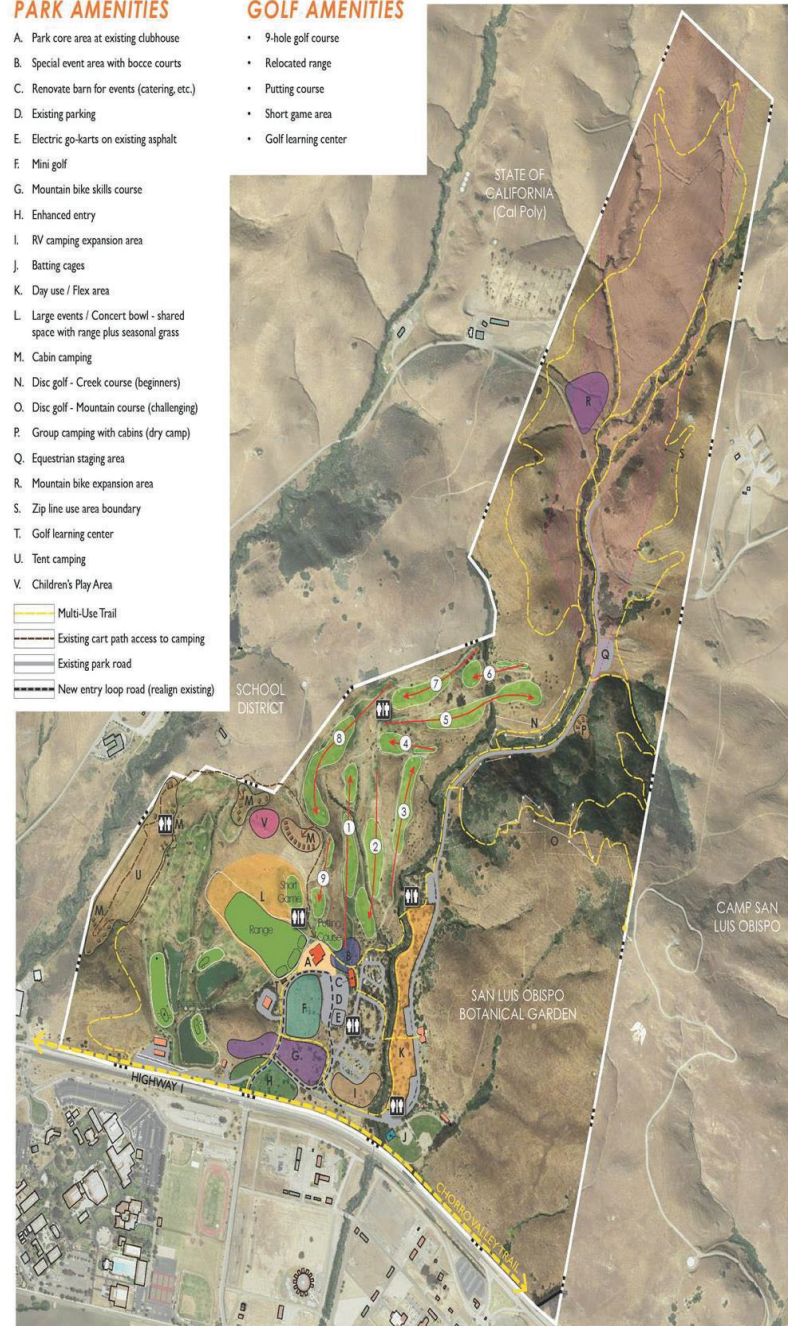
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PARK AMENITIES

- A. Park core area at existing clubhouse
- B. Special event area with bocce courts
- C. Renovate barn for events (catering, etc.)
- D. Existing parking
- E. Electric go-karts on existing asphalt
- F. Mini golf
- G. Mountain bike skills course
- H. Enhanced entry
- I. RV camping expansion area
- J. Batting cages
- K. Day use / Flex area
- L. Large events / Concert bowl - shared space with range plus seasonal grass
- M. Cabin camping
- N. Disc golf - Creek course (beginners)
- O. Disc golf - Mountain course (challenging)
- P. Group camping with cabins (dry camp)
- Q. Equestrian staging area
- R. Mountain bike expansion area
- S. Zip line use area boundary
- T. Golf learning center
- U. Tent camping
- V. Children's Play Area

GOLF AMENITIES

- 9-hole golf course
- Relocated range
- Putting course
- Short game area
- Golf learning center



El Chorro Regional Park Programming Plan

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	<u>2014</u>	<u>2021</u>	<u>%Δ</u>
Rounds	43,273	44,742	+3%
Revenue	\$1,599,633	\$2,189,058	+37%
Green Fees	\$905,665	\$617,781	-31.8%
Memberships	\$110,309	\$80,565	-27.0%
Cart Fees	\$382,841	\$262,014	-31.6%
Driving Range	\$144,574	\$1,104,772	+664.2%
Misc.	\$56,244	\$140,495	+149.8%

Perception

VS

Reality

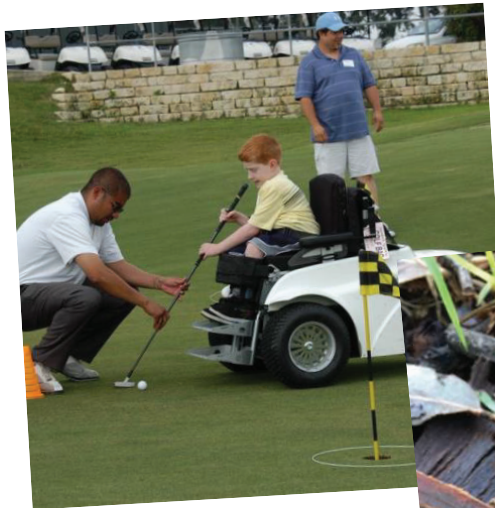
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GOLF'S FITNESS BENEFITS

WALKING 18 HOLES = 3 1/2 MILE RUN OR 5 MILE WALK

Burn up to 2,000 Calories



10,000+ Steps in a typical Round of Golf



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