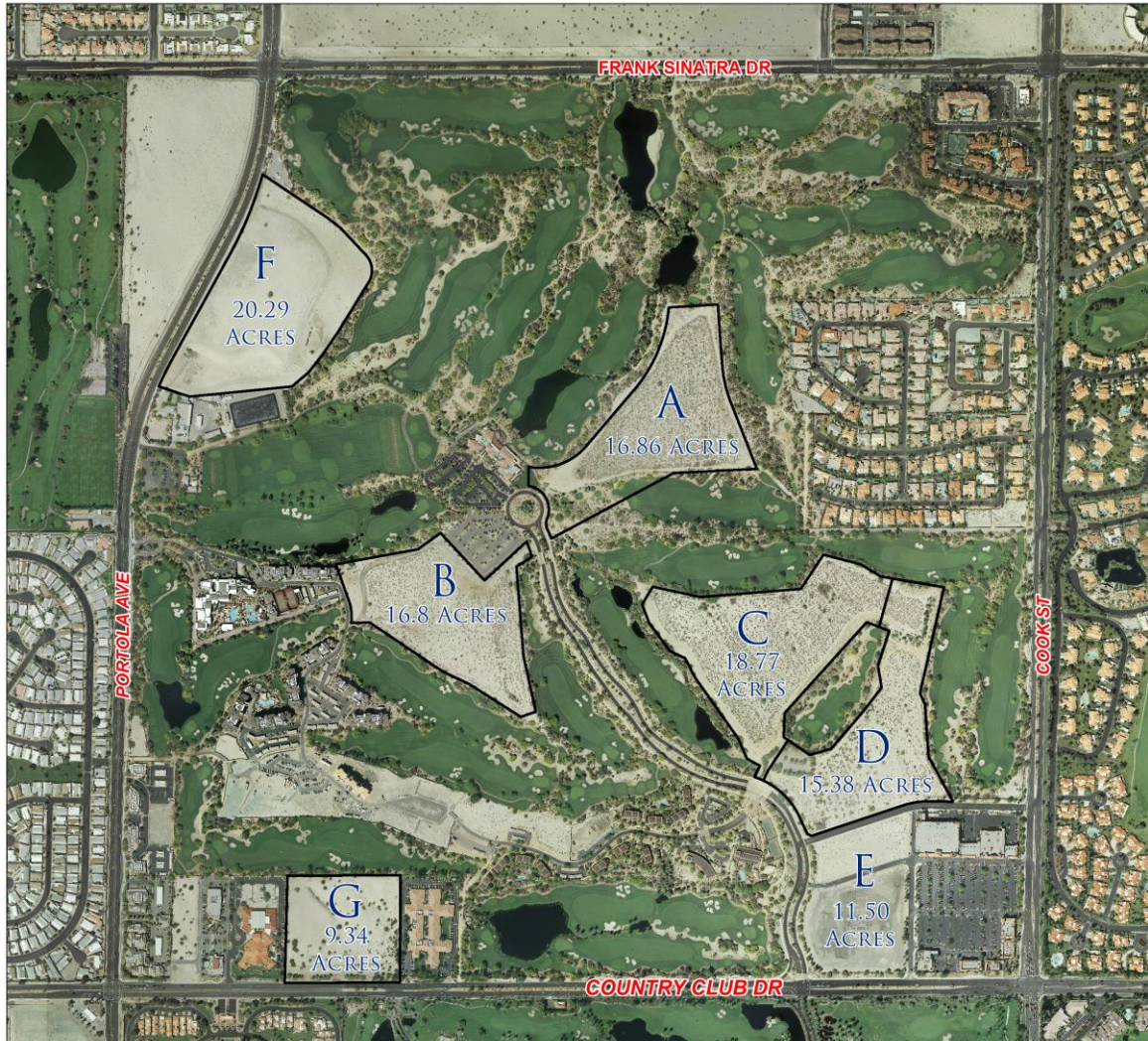




Desert
Willow
Golf Resort

Desert Willow Golf Resort



CITY OF PALM DESERT



DESERT WILLOW
GOLF RESORT
DEVELOPMENT
OPPORTUNITIES



Aerial Photo Flown April 2015

2024 Desert Willow Firecliff Golf Course Renovation

- Desert Willow Golf Resort consist of two, 18-hole municipal golf courses
- Courses designed by G. C. Architect, Michael Hurdzan
- Firecliff Course opened in February 1997
- Mountain View Course opened in October 1998
- Both courses combined average over 90K rounds/yr.
- Staff worked with the original G.C. Architect to establish a comprehensive master renovation plan



2024 Desert Willow Firecliff Golf Course Renovation

- Mountain View Golf Course was renovated in 2010, all greens, bunkers, and drainage
- Firecliff bunkers were renovated in 2016
- Per recommendations of the master renovation plan, the Firecliff Course renovation project is recommended
- Scope:
 - Renovation of all greens/practice green
 - Leveling all tee boxes
 - Relocation of tee boxes on Hole No. 10 (accommodate future development on Lot A)
 - Turf reduction required as part of Dsrt Surf Entitlements



Turf Reduction Plan

- Over 22 acres of turf removal
 - Replacement with inert material, drought tolerant plants, D.G.
 - No impact to playability, water/maintenance cost savings
 - Dsrst Surf developer to reimburse City for turf reduction cost, \$319,121 (required mitigation measure)



Turf Reduction Plan



Turf Reduction Before



Firecliff
Hole 8

'EXISTING'



Turf Reduction After



Firecliff
Hole 8

'PROPOSED'



2024 Desert Willow Firecliff Golf Course Renovation

- Firecliff renovation plans/specifications were developed
- Contractor pre-qualification process was completed in Summer of 2023.
- Bidding process completed October 2023
- American Landscape was the apparent and sole low bidder
- City's golf course consultants evaluated bid and determined it was within industry standard and original estimates
- If contract is awarded, project would be scheduled to start May 2024-September 2024
- Staff recommends the award of contract to American Landscape and the actions listed in the staff report



2024 Desert Willow Firecliff Golf Course Renovation

Questions?



Benefits of MiniVerde Greens

- **Playability:**

- *Weather Tolerance:*

- Superior cold and heat tolerance ensures year-round playability.
- Eliminates transition challenges for consistent playing conditions.
- Scientifically supported by "The Ins and Outs of Managing Ultradwarf Putting Greens." an Australian Study.

- *Wear Tolerance:*

- MiniVerde outperforms TifDwarf in wear tolerance.
- Faster lateral growth rates and deeper shoot densities contribute.
- Supported by studies and data provided by our USGA Regional Agronomist, Brian Whitlark.

- *Appearance:*

- MiniVerde boasts the darkest green color year-round.
- Rated 55% greener than TifDwarf in comparison.

- *Putting Performance:*

- Faster lateral growth and deeper shoots result in smoother putting surfaces.
- Rated 52% higher than TifDwarf.

- *Competition:*

- Many prestigious valley properties successfully transitioned to MiniVerde.
- Leverage relationships for shared best practices.

- **Financial Impacts:**

- *Revenue Impacts:*

- Eliminating overseeding allows for increased pricing confidence.
- Estimated additional green fee revenue of \$100,000 to \$125,000 from June to October from improved seasonal transition.

- *Costs:*

- Additional cost for MiniVerde is approximately \$17,000, offset by benefits.
- Minimal increases in colorant and maintenance practices.

- *Savings:*

- Annual savings in seed, water, and fertilizer costs estimated at \$15,000 to \$20,000.

- *Labor:*

- Minimal labor impacts balanced by reduced mowing and additional activities.

- **Conclusion:**

- Transition to MiniVerde aligns with enhancing playability and financial sustainability.

