

Park & Rec
2-3-14

City of Manitowoc Park and Recreation Committee:

The Friends of the Manitowoc Family Aquatic Center Board would like to make a request to the committee to add an 18 hole miniature golf course that would be part of the aquatic center complex.

The Friends of the Manitowoc Family Aquatic Center board's goal was to continue to raise funds for future capital improvements after the opening of the Aquatic Center in June of 2010. In March of 2013, the board approached the Park and Recreation committee to explain that they would be doing a feasibility study on a 360 degree waterslide as a possible capital improvement to the facility. The report was completed and in October of 2013 the report showed that this slide would not be feasible for the city of Manitowoc to operate. It was not a good fit for the aquatic center and the board did not feel comfortable in pursuing this water feature. As the board brainstormed and researched some other options and possibilities, a miniature golf course was suggested.

The miniature golf course has many benefits for the Aquatic Center and other activities that occur on the Citizens Park complex.

- *The Miniature Golf Course can be open from late April until the middle of October
- *The Miniature Golf Course is for all ages and will keep people at the Aquatic Center when they might need a break from the water or a fecal incident happens
- * The proposed size of the Miniature golf course will be 20,000 square feet and will be 18 holes. It will be on the west side of the Aquatic Center complex. The miniature golf course will be fenced in, but will still be part of the complex. (see conceptual design layout)
- * The Miniature Golf Course will have lights so evening playing will be available
- * The expenses are low and the revenue generated for a miniature golf course this size can do fairly well for the city of Manitowoc
- * There is only one course in Manitowoc County (Two Rivers) and many people enjoy playing this game at all ages-teens and families

RECEIVED
JAN 27 2014
CITY CLERKS OFFICE

The Friends of the Manitowoc Family Aquatic Center board will pay for the entire construction of the 18 holes miniature golf course. They will pay for the fence, lights and surveillance cameras for the course. They will also purchase the putters and balls that will be used for the course.

The City of Manitowoc will operate the miniature golf course along with the Aquatic Center.

The estimated revenue that can be generated for this size of course that is open from late April to October is \$30,000- \$100,000 at \$5.00 per game *6-20K*

The expenses for this course are the following:

Payroll for one employee (concession area) April-October

Morning Maintenance of blowing off leaves or debris from course (20 mins max)

Fall and Spring-taking water pumps out and blowing the line out at the beginning of the season and end of the season

This is the overview of the agenda item that will be discussed at the February 3rd meeting.

Thank you

The Friends of the Manitowoc Family Aquatic Center Board

Jennifer Hudon

From: Jason Sladky
Sent: Sunday, January 26, 2014 9:08 PM
To: Jennifer Hudon
Subject: FW: letter for the Park and Rec Committee
Attachments: City of Manitowoc Park and Recreation Committee.doc; 20140126210612972.pdf; 20140126210603676.pdf

Jennifer,

Could we get this added as a council document and have it on next Mondays agenda?

Thanks,

Jason Sladky
Alderman District 10
Manitowoc, WI 54220
(920)323-9887
jsladky@manitowoc.org

From: Amy Weigel [amy@frickeprinting.com]
Sent: Sunday, January 26, 2014 8:47 PM
To: Jason Sladky
Cc: Denise Larson; bmanis1110@gmail.com; Dan Koski; CHRISTINE KORNELY
Subject: letter for the Park and Rec Committee

Jason...

Attached is the letter for the Park and Rec meeting on February 3rd. The board will have a conceptual design by Wednesday January 29th. Once the board agrees on the design, I will send it to you for the committee and the meeting.

I have also attached an article about miniature golf for the committee.

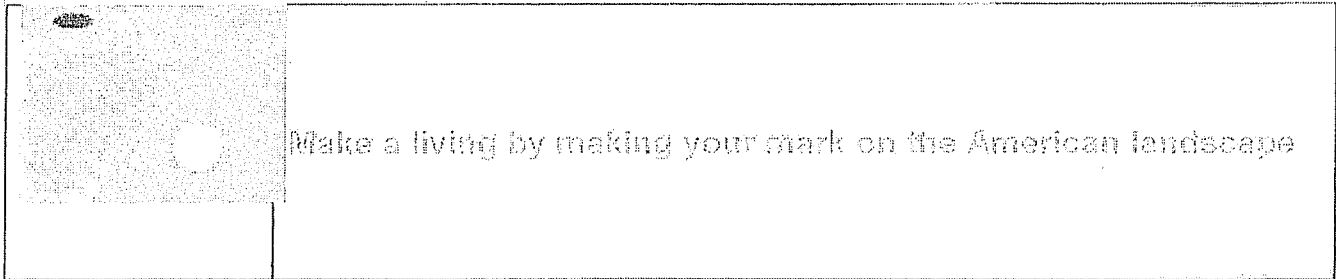
If you need anything else please let me know. Once again...thank you for letting me take care of this letter tonight...my daughters recovery time from her ear surgery took a little bit longer than expected.

Thanks Amy

Amy M. Fricke Weigel BS MBA
Vice President
Fricke Printing Service Inc
2011 South 14th Street
Manitowoc, Wisconsin 54220

920-684-6866
amy@frickeprinting.com<<mailto:amy@frickeprinting.com>>
frickeprinting.com

Getting started: Mini-golf



NEW YORK (CNNfn) - Miniature golf courses, or rather the miniaturized castles and windmills that frequently adorn them, are among the enduring symbols of the American landscape. While other forms of entertainment have come and gone, Americans have been golfing small for just about a century.

From the rooftops of Manhattan, where miniature golf courses used to be common, to the deserts of California, miniature golf courses are one of the few cultural icons that can be found in cities, suburbs and rural towns across the nation.

"It's fun. It's great family entertainment," said Steven Hix, spokesman for the Miniature Golf Association of the United States.

That may in fact be the base appeal of miniature golf. Unlike other forms of entertainment, it is free of gender and age bias, making it one of the few activities that moms and dads, kids and grandmas can participate in on equal footing. More or less.

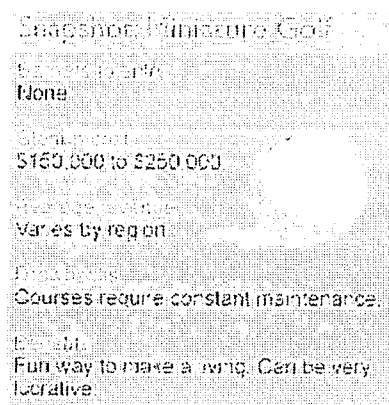
In recent years, mini-golf competitions have become more common, but for the most part it remains a social activity that is as fun for the players as it is for the owners.

Money to be made

Starting your own miniature golf course takes a significant amount of money, but those in the business say it is a great way to make a living. It is fun and, despite the relatively high buy-in, it is relatively easy to turn a profit.

"It's nearly recession-proof. It's cheaper than going to the movies and more social," said Darrell Gillo, who manages Karts N' Golf in Fremont, Calif. On average, it costs \$5 to play 18 holes of miniature golf, which makes it one of the cheapest forms of entertainment around.

People spend an average of between \$150,000 and \$250,000 to develop an 18-hole course. The biggest



Snapshot: Miniature Golf

- Start-up costs: None
- Start-up cost: \$150,000 to \$250,000
- Operating costs: Varies by region
- Pros: Courses require constant maintenance.
- Cons: Fun way to make a living. Can be very lucrative.

variable, according to Hix, is the price of land, which varies tremendously by state and region. Fortunately, courses can be built on as little as three-quarters of an acre of land.

It cost the owners of Karts N' Golf closer to \$500,000, according to Gillo, to build out their amusement center. They managed to squeeze two 18-hole miniature golf courses, go-karts and bumper cars on 2.5 acres of land east of San Francisco Bay.

Getting started runs Mondays on CNNfn's Small Business page. Read earlier articles on starting [wineries](#), [greeting card companies](#), and [child care centers](#).

Close to 150,000 people putt their way through the obstacles and over the miniature lakes at Karts N' Golf every year. And at \$7 a person ... well, you do the math.

Hix pointed out that miniature golf courses, most of which are outdoors, have limited seasons in certain parts of the country. In most of the Northeast, courses are open for only up to five months out of the year. Even so, he said, they should be able, so long as they build and run a good facility, to make back their initial investment in the first year.

Overhead is low

Though some handy people have tried to save on start-up costs by developing their own course, Hix said there is little point in doing that. The key to financial success in this business is to build a very fine course and keep it well maintained.

Keeping it maintained depends a lot on the kind of course you build. The more iconic ones, the ones with the clown's mouths and castles, need lots of painting and scrubbing.

But at places like the Shortest Putt in Kennewick, Wash., which is one of a newer breed of miniature golf course built in a natural landscape, maintenance means watering and trimming and planting flowers. Or at Karts N' Golf, also a naturally landscaped-style course, it includes feeding the birds in the aviary.

Either way, most say the maintenance and overhead on miniature golf courses are relatively low and painless. In addition to keeping the courses pristinely clean, Gillo said he frequently changes the obstacles on the runs just to keep the experience fresh for repeat customers.

Successful miniature golf course owners often share another important trait, according to Hix. They are hospitable people who succeed in creating an environment in which they and their employees make all feel comfortable and welcome.

"You can do everything else right and at the end of the day if they haven't had a positive experience, they aren't coming back," said Hix. ▣