



# Winter Pines Golf Course Advisory Board Regular Meeting

## Agenda

**March 10, 2025 @ 8:00 AM**

City Hall Commission Chambers  
401 S. Park Avenue

### welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at [cityofwinterpark.org/meetings/](http://cityofwinterpark.org/meetings/) and include virtual meeting instructions.

### assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

### please note

Times are projected and subject to change.

- 
- 1. Call to Order**
  - 2. Consent Agenda**
    - a. Approve the minutes of February 17, 2025
  - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
  - 4. Action Items**
  - 5. Non-Action Items**
    - a. Range Technology Quotes
  - 6. Staff Updates**
    - a. WP9/WP18 Revenue Update
  - 7. Board Comments**
  - 8. Upcoming Agenda Items**
  - 9. Adjournment**



# Winter Pines Golf Course Advisory Board

# agenda item 2.a

**item type**

Consent Agenda

**meeting date**

March 10, 2025

**prepared by**

Laura Halsey, Recreation Coordinator

**approved by****subject**

Approve the minutes of February 17, 2025

**motion | recommendation****background****alternatives | other considerations****fiscal impact****attachments**

1. GAB Draft 02.17.25



# Winter Pines Golf Course Advisory Board Regular Meeting Minutes

**February 17, 2025 at 8:00 AM**

City Hall Commission Chambers  
401 S. Park Avenue

## **Present**

David Webster, Justin Ingram (@ 8:06a.m.), Nancy Freeman, Sidney Cash, Mark Hitchner, Matt Hurst, Rosemary Maisenholder.

## **Absent**

## **Staff Present**

Parks and Recreation Director Jason Seeley, Assistant Director Cathleen Daus, Operations Manager Gregg Pascale, Recreation Coordinator Laura Halsey

### **1. Call to Order**

Meeting was called to order at 8:05am by chairperson Sid Cash Jr.

### **2. Consent Agenda**

a. Approve the minutes of December 9, 2024

Motion made by Nancy Freeman, seconded by Rosemary Maisenholder, to approve the December 9, 2024 minutes.

Motion passes 6-0. \*Justin Ingram arrived just after minutes were passed

### **3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**

None present

### **4. Action Items**

### **5. Non-Action Items**

### **6. Staff Updates**

a. WP18 Golf Instructor Protocol

Mr. Pascale, Golf Course Operations Manager, presented information to the board pertaining to the potential of having an onsite instructor at WP18. Interlachen requested City of Winter Park allow one spot for instructors to set up while they are

under construction. Mr. Pascale provided the board with a recommended Golf Instructor Protocol/Policy. There are currently four instructors at the course: Luann Cherney, Vince Cali, Jeff Golden, and Patti Gaines.

Mrs. Daus, Parks & Recreation Assistant Director, stated the item would come back as an action item at the next meeting. This meeting was simply for introduction and discussion of the idea.

Mr. Pascale and Mrs. Daus also provided a brief update on some of the landscaping and aesthetic improvements, such as adding length to tee boxes, planting of calla lilies, hole 3 roadside has azaleas being installed to add pops of color to the course, and a small swale will be installed to assist with the runoff in the area. The goal is to have all the improvements completed by the March 2025 opening. Ms. Freeman believes the protocol should be on the city website.

Mr. Pascale will have updates on golf range technology options. He has been working with TopTracer, InRange, and TrackMan and will have additional information to present at the next regularly scheduled board meeting. TopTracer and InRange seem to be the top two choices at this time, but he has not conducted an onsite meeting with TrackMan yet. Mr. Pascale reminded the board that the first step would be to build the structure and having the parameters of each one would help when building the structure.

Mrs. Freeman suggested the improvements (canna lilies being native, tee box improvements, etc) should be posted on social media and gave Donuts & Divets as an example.

WP9 could be better. It has improved over the last 4 months, and spraying will be done in the immediate future. Staff will be doing everything they can as the warmer weather approaches, trying to get everything completed before their event in May.

b. WP9 and WP18 Revenue Comparisons

Mr. Seeley provided an overview of the revenue and pricing for both courses. The board inquired about the condition of the grass at WP9 and Mr. Seeley explained that with the average high of 55 in January preventing the grass from growing, and the increased number of rounds, we have to expect some damage.

Mr. Cash also pointed out that the course closes monthly for maintenance, which accounts for about \$1500.00 per occurrence.

Board is impressed with the status and the level of activity on the course and at the restaurant. Mr. Seeley stated the restaurant is in permitting stages right now but is making good progress.

## **7. Board Comments**

Mr. Hitchner stated he has a training aid he would like to donate to the course.

## **8. Upcoming Agenda Items**

Mr. Pascale will add the proposals and protocol for instructors, and also the irrigation update.

## **9. Adjournment**

Meeting adjourned at 8:46am

Approved by the board  
/s/ Laura Halsey, Recreation Coordinator



Winter Pines Golf  
Course Advisory  
Board

# agenda item 5.a

**item type**

Non-Action Items

**meeting date**

March 10, 2025

**prepared by**

**approved by**

**subject**

Range Technology Quotes

**motion | recommendation**

**background**

**alternatives | other considerations**

**fiscal impact**

**attachments**

1. Cover the Tees PINES quote
2. Cover the Tees Winter Park Pines Costs
3. TopTracer QUOTE
4. Winter Pines Golf Course - Proposal & Inrange Info Pack
5. Trackman Range\_Winter Park Pines\_March 6 2025



**1713 Kennedy Pt. Suite 1001  
Oviedo, FL  
32765**

## **Proposal**

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Job: Winter Park Pines Golf Club - 17 Bays  
Date: 10/4/2024  
Attn: Gregg Pascale  
Phone: 407-599-3418  
Email: [gpascale@cityofwinterpark.org](mailto:gpascale@cityofwinterpark.org)  
Job ID: WPPGC100424

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Mr. Pascale,

As promised, attached is a quote for your review. Please review and let us know if you have any questions. Otherwise, we will follow up shortly to schedule a meeting to review in more detail and answer any questions you may have.

We appreciate the opportunity to bid on your project.

Sincerely,  
Patrick Cherry  
215-206-9992  
[pcherry@coverthetees.com](mailto:pcherry@coverthetees.com)

**Scope Details**

**Aluminum Driving Range Cover**

We will provide a pre-engineered hitting bay cover system per engineered drawings.

- 3" standing seam panels - White
- Uprights Columns minimum of 6x6 aluminum - Front Column set 8ft back from the front of structure - White
- Rolled gutter for rear if necessary - White
- Our cold weather system has SIP panel walls in the rear and on the side to block the wind, each bay will have acrylic sliding windows for the rear of bays ( Options listed below)
- Front of the structure is approximatley 12ft tall and 8ft tall in the rear with slight variances depending on site grade.
- Product will meet all necessary building codes throughout the country with a maximum wind rating of 150 mph and 25 PSF snow load unless upgraded to 30 PSF with Heavy Duty Aluminum

**Bid Pricing and Options:**

Golf Hitting Bay Cover System

**17 BAYS**

<b><u>Option 1</u></b>	170 X 25	Aluminum Standard Open Air Hitting Bay Cover (Can not put on enclosure options)	4250 SF
<b>Total Price for Standard "Open Air Only" Bay Cover</b>			<b>\$146,625.00</b>
<b><u>Option 2</u></b>	170 X 25	Heavy Duty Aluminum Open Air Hitting Bay Cover (Ready for Enclosure)	4250 SF
<b>Total Price for Heavy Duty Bay Cover Ready for Enclosure</b>			<b>\$172,890.00</b>
<b><u>Option 3</u></b>	170 X 25	Enclosed Aluminum Hitting Bay Cover w/ walls Enclosed w/ acrylic windows in each bay, on each end and door on each end	4250 SF
<b>Total Price for Enclosed Hitting Bay Cover with wind protection</b>			<b>\$225,442.50</b>
<b><u>Option 4</u></b>	170 X 25	Enclosed Aluminum Hitting Bay Cover w/ roll up doors Enclosed w/ roll up glass/acrylic garage doors on rear of bays	4250 SF
<b>Total Price for Enclosed Hitting Bay Cover with Roll Up Doors</b>			<b>\$295,290.00</b>

**Additional Options:**

Hitting Bay Dividers (4ft)	18 Dividers @	\$375.00	\$6,750.00
EXLED Range Lighting Fixtures (To be mounted and wired by others)	9 Fixtures @	\$1,750.00	\$15,750.00
LED lights in each bay - 3 per bay - mounted (wired by others)	51 LEDs @	\$195.00	\$9,945.00

\*\*\* CTT Anchoring system is included in the pricing. CTT anchoring system will reduce concrete costs of project.

**Services & Fees Included with Price**

Canopy & Enclosure Installation	Included
Delivery of the product	Included
System Engineering (signed and sealed drawings by licensed engineer)	Included
Logistics (Travel Costs etc..)	Included
Any necessary Core drilling needed for anchors during installation	Included
Door openings where instructed by customer	Optional
*Permitting (See notes below)	Not Included
Site Prep and Soil Testing	Not Included
3rd party inspections fees	Not Included
Concrete Slab By Others (no less than 6" under columns. Varies by location)	Not Included
Electrical	Not Included
Municipality Permit Fees	Not Included
SIP walls and Acrylic sliding windows	Optional

*\*\*Permitting: responsibilities to be taken care of by owner or contractor hired by owner. We will provide signed and sealed structural drawings by a licensed engineer with your state seal ready for permitting*

**Appendix Catalog:**

- The above scope is for aluminum golf hitting bay cover at Winter Park Pines Golf Club - 17 Bays
- We propose to furnish material and labor for the proposed Aluminum Golf Hitting Bay Cover complete in accordance with specifications and engineered drawing provided and in accordance with local building codes. Additional options listed above.
- This price includes all services detailed in the scope above in the "services included with price" This product can be ready for shipment within 21 business days of receiving material.
- Once proposal is accepted and deposit has been sent, we will provide engineered drawings for permitting. Product can be ready for install within 2 weeks of acquiring Permits to be pulled by others. **By signing the proposal, you agree not to share any of our product and proprietary foundation information or disclose design details.**
- Proposal is good for 30 days. Our suppliers periodically have price increases on aluminum, the proposal would need to be modified to cover the difference in cost after that time if necessary.
- Our payment draw schedule options listed below:
- Pay Schedule
  - 25% - Deposit upon acceptance of the proposal
  - 25% - Deposit at time of permitting
  - 50% - Balance due upon completion

**ACCEPTANCE OF PROPOSAL:**

The above specifications, prices, and conditions are satisfactory and hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above. Please initial desired product option as well as payment option section and sign below

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Winter Park Pines Golf Club Representative

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Cover the Tees Representative

Winter Park Pines  
 Winter Park Florida

\*

17 Bay open air structure

	Price	Quantity	Total Cost	
<b>Heating/Cooling</b>				
Cost of units	\$ 2,000.00	0	\$ -	
Shipping	\$ 2,500.00	0	\$ -	
Installation and piping plus service			\$ -	
Fans	\$ 250.00	0	\$ -	
Fan Installation and Hook up	\$ 150.00	0	\$ -	
				\$ -
<b>Power and Data</b>				
Electrical Installation			\$ 52,500.00	
Data Cabling Installation & Testing			\$ 10,000.00	
				\$ 62,500.00
<b>Concrete Slab</b>				
Excavation and Prep	\$ 2.50	4250	\$ 10,625.00	
Concrete	\$ 10.50	4250	\$ 44,625.00	
				\$ 55,250.00
<b>Range Lighting</b>				
Fixtures	\$ 1,750.00	9	\$ 15,750.00	
				\$ 15,750.00
<b>FF&amp;E</b>				
Furniture	\$ 1,000.00	0	\$ -	
TVs	\$ 300.00	0	\$ -	
				\$ -
<b>Cover the Tees Building</b>				
Structure	\$ 34.50	4250	\$ 146,625.00	
Hitting Mats	\$ 650.00	0	\$ -	
Interior lights	\$ 195.00	51	\$ 9,945.00	
Bay dividers	\$ 375.00	18	\$ 6,750.00	
Garage doors	\$ 7,200.00	0	\$ -	
Walls with Windows	\$ 3,500.00	0	\$ -	
End Walls	\$ 3,700.00	0	\$ -	
				\$ 163,320.00
<b>Netting</b>				
Netting Estimate			\$ -	\$ -
<b>Putting Course</b>				
18 hole course			\$ -	\$ -
<b>Artificial Turf</b>				
Base	\$ 2.00	0	\$ -	
Turf & install	\$ 3.75	0	\$ -	\$ -
<b>Short Game Area</b>				
Chipping Area with Greens and trap				\$ -
Totals				\$ 296,820.00

OTHER ITEMS TO CONSIDER  
 project management  
 Bonding  
 Business licenses and surety  
 Permitting

# TOPTRACER

Overall you have 18 mats at WPP so if you do decide to add a covered structure our price would be **\$220 per bay per month. Monthly fee would be \$3,960 per month.**

That would give you full grass tee coverage in front of the mats and if you wanted to add bays to the existing mat line.

I have a similar property near myself in Charlotte that did 18 mats with grass tee in front of their building as well. They have seen a 1000% increase in just range revenue alone each month year over year. The reason I bring this up is maybe I can supply pictures and ideas for how it could look and operate to help with you pitch for the city. The club is called the Divide in Mathews NC. This building was built by a contractor who is located in Lake Mary and a good friend of Nick Franze as well. I personally believe knowing your clubs well you guys would be a poster facility in terms of success and ROI on whatever you decide to do!





Kevin Naylor  
Regional Sales Manager

**Toptracer**

C: +1 248-935-6971

[www.toptracer.com](http://www.toptracer.com)

[www.topgolfcallawaybrands.com](http://www.topgolfcallawaybrands.com)

 **TOPTRACER** | #1 RANGE TECHNOLOGY IN GOLF

**inrange**<sup>®</sup>  
A new **standard.**



Proposal & Information Pack  
**17 Feb 2025**

**Michael Hayes**  
Inrange Sales  
+4915781281992  
mhayes@inrangegolf.com



# The new standard in range technology

1.

## Range technology, optimized for business.

Inrange® is a business consultancy, powered by award-winning range technology. We judge our success on one metric: **the financial results we deliver for our range partners**

2.

## Golf. Social. Events. All in one.

Three distinct experiences for three different customers; designed and built by some of the most talented game developers in the industry. Plus, Inrange's award-winning practice experience fills your quiet times and drives all-day volume

3.

## Industry-first "bay-vs-bay" gaming.

Inrange+ Teams is our latest gaming innovation for large group social events, where players play in teams across multiple bays. No other range technology has this capability

**inrange®**

Solo data-driven golf practice

**inrange+**

Multiplayer golf gaming and social

**inrange+**  
teams™

"Bay-vs-bay" golf gaming and events

## The new standard in range technology

# 4.

### Hyper-accurate, fast latency tracking.

Inrange's patented Alphawave® radars are unaffected by glare or low-light conditions - they don't require any lighting to operate. They are pin-point accurate at any distance. They pick up shorter shots than any other tracking system and with our multiple shot export, they have very fast shot latency (+/-2s) with no trade-off on accuracy

# 5.

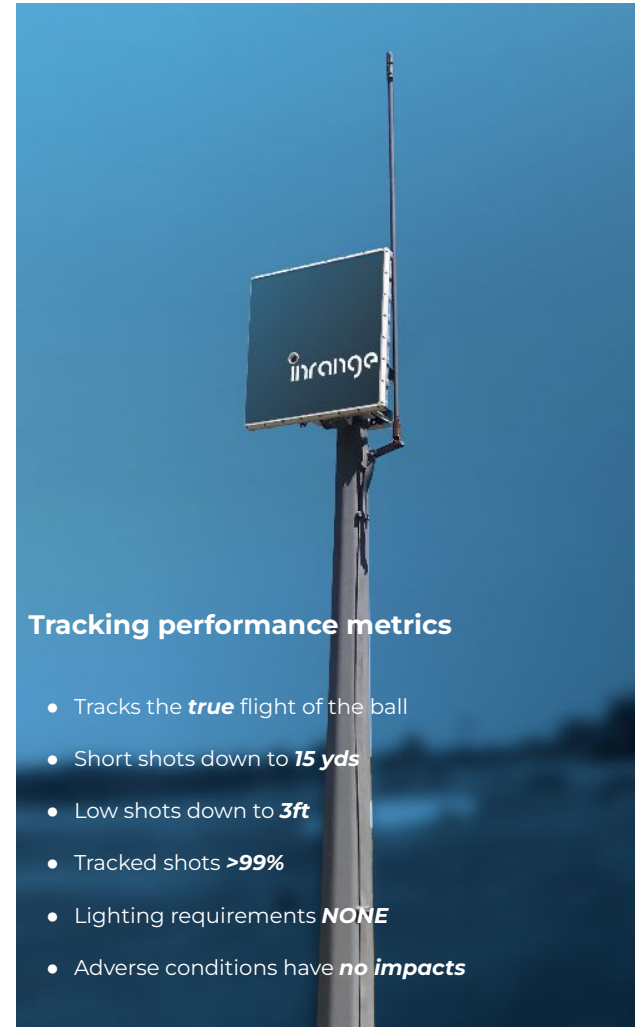
### Full access to your customer data.

We capture an extremely rich set of customer data and share it freely with you. Our customer-success team will even help you extract its value, delivering monthly data insights to your inbox. No other range technology shares customer data with their range partners

# 6.

### Open APIs and end-to-end tech integrations.

Inrange has built integrations with all the leading range tech suppliers, including booking & venue management systems, POS, ball management and in-bay ball dispensers. And with automated pre and post-play customer engagement, we deliver a fully integrated, end-to-end digital range experience



### Tracking performance metrics

- Tracks the **true** flight of the ball
- Short shots down to **15 yds**
- Low shots down to **3ft**
- Tracked shots **>99%**
- Lighting requirements **NONE**
- Adverse conditions have **no impacts**



Inrange's annual global amateur golf league

### Business impact

- ✓ Your customers join a network of global Inrange venues
- ✓ Higher return rates
- ✓ Sticky customers



# 66 HOLES • 8 COURSES • 1 CHAMPION

The graphic features two green boxes on a golf course background. The left box, titled 'REGULAR SEASON' with a flag icon, offers '\$1,500' and includes the text 'Up for grabs each round' and '\*\$250 golf voucher to the winner of each category, each round.' Below it is a pink button labeled 'TIE SCORES'. The right box, titled 'THE PLAYOFFS' with a trophy icon, offers '\$12,500' and includes the text '\*Golf vouchers distributed between the QF, SF, and Finals - with the IWT Tour Champion taking home over \$2,000'. At the bottom, logos for adidas, The Pro Shop, FJ, amazon, americangolf, and JUMBO GOLF are displayed. A small disclaimer at the bottom reads '\*golf brands you can choose will be dependant on the region you live in.'

# Segmented customer experiences

Practice. Social. Events.

Segmented customer experiences enable our range partners to separately monetise practice, social and events customers, driving significantly higher revenue per bay vs. other range technology.

With other range technology, customer segmented pricing is not possible. A solo practice golfer pays the same as a group of social players.

**This is sub-optimal for revenue maximisation.**

5

**inrange**<sup>®</sup>

**inrange**<sup>app</sup>

Hit like an amateur.  
Analyze like a pro.

9:41 My Stats

Handicap Clubs

**inrange Handicap™** 14.8 [What's this?](#)

**Strengths and Weaknesses**

SHORT	12.2
LONG	17.1

**inrange**<sup>®</sup>

Solo data-driven golf practice.

PREMIUM

CARRY	TOTAL	BALL SPEED
131	134	0.1

DRIFT DATA

78° 8/18

**inrange**<sup>+</sup>

Multiplayer golf gaming and social.

LEADERBOARD

1	DAVE	2000
2	JASON	1000
3	NICK	500
4	SCOTT	500
5	MIKE	500
6	MONTANA	500

SKILL LEVEL

PICK UP

SIT OUT

SCOTT 160' 1000

**inrange**<sup>+</sup>  
teams

"Bay-vs-bay" golf gaming and events.

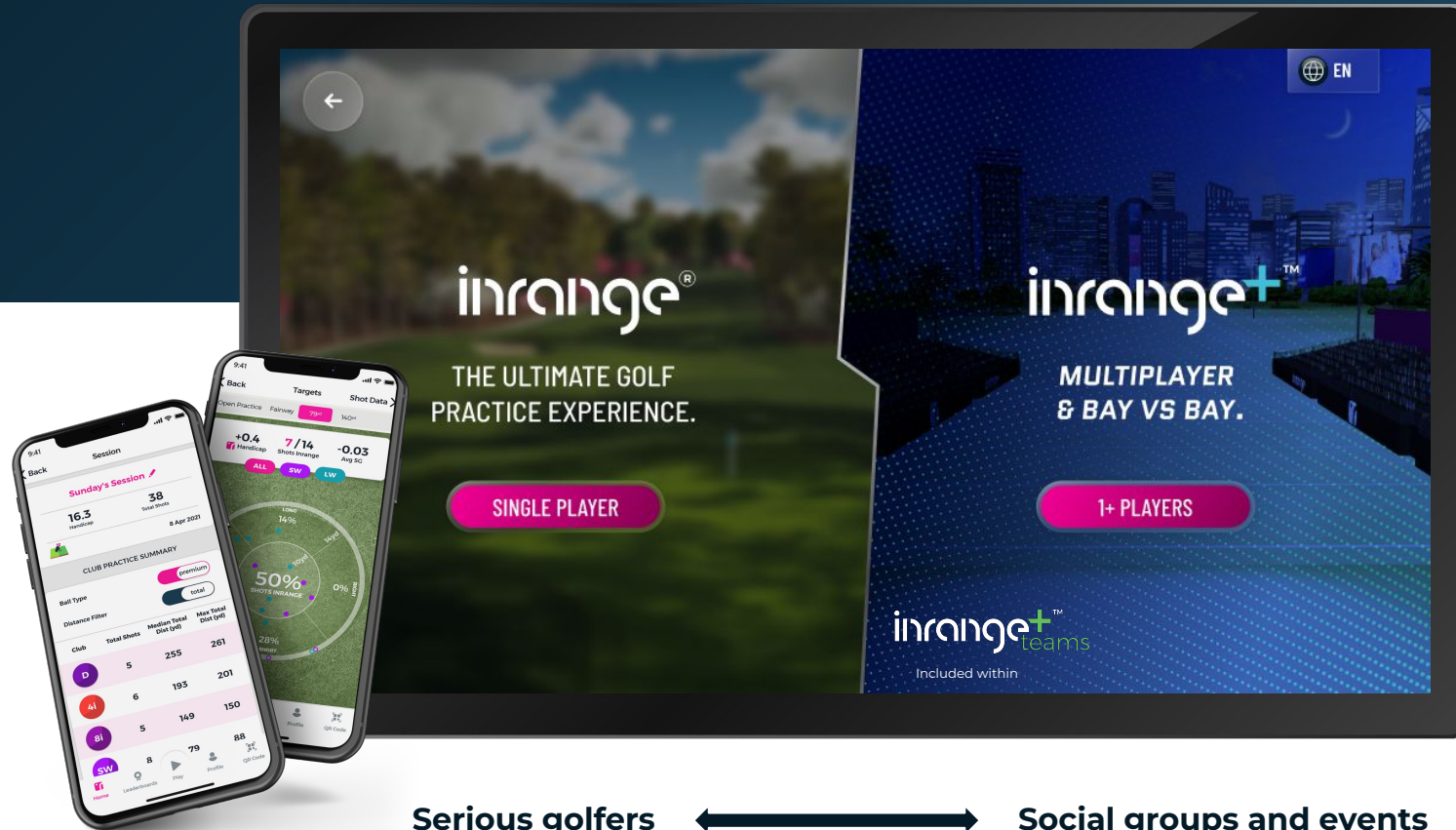
**BAY VS BAY**

**CREATE AN EVENT**  
Create a team locked event where bays can join and compete.

**JOIN AN EVENT**  
Create your team and join a pre-created bay event.

# Inrange<sup>®</sup> software suite

Separate golfing experiences for practice, entertainment and events customers, at premium menu prices



**inrange** app

Serious golfers

Social groups and events



Solo practice experience for serious golfers

### Business impact

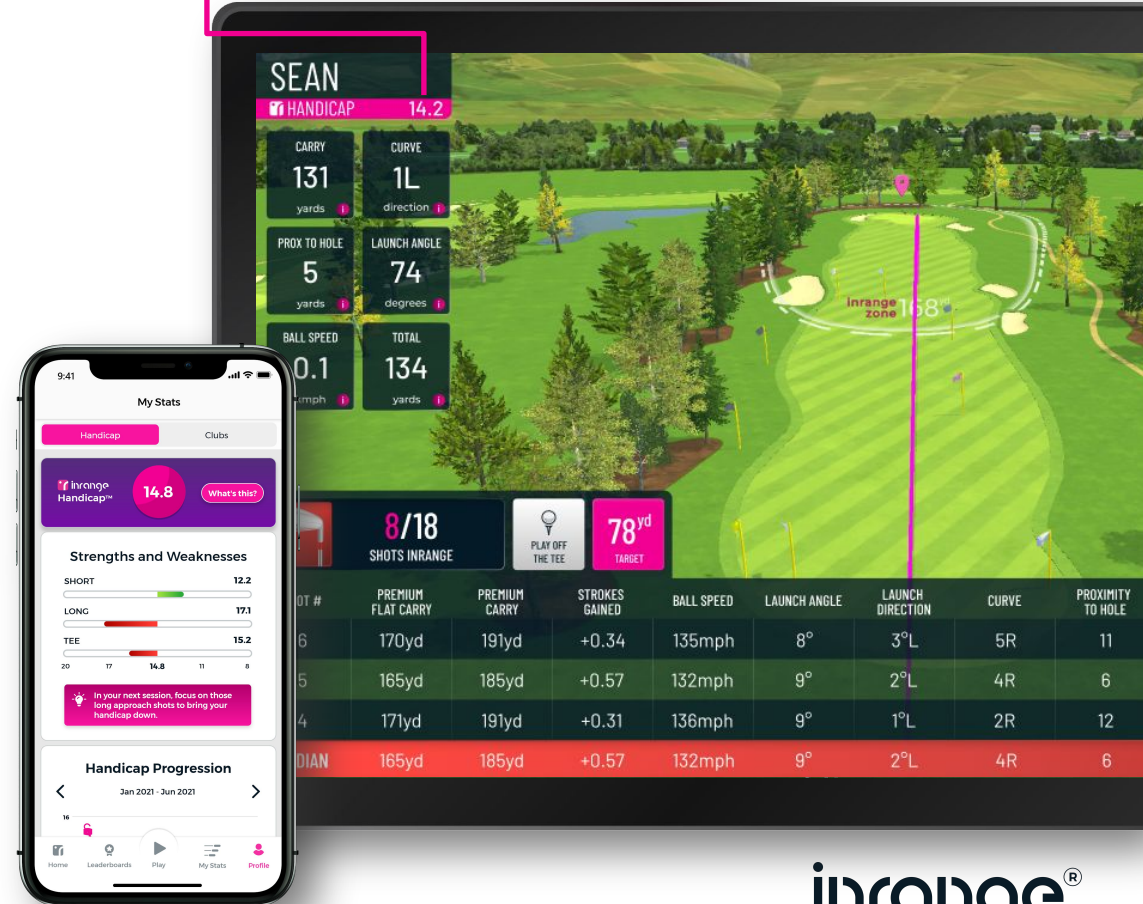
- ✓ Highly sticky customers
- ✓ Higher return rates
- ✓ Advanced customer data acquisition

### For every shot, we track and display:

- Carry distance
- Flat Carry (adjustment for multi-tier facilities)
- Total distance
- Strokes gained
- Proximity to hole (approach shots)
- Distance from center (tee shots)
- Launch direction
- Launch angle
- Apex
- Curve / shot shape
- Ball speed (tee shots)
- **Inrange Handicap®**

### Did you know?

Inrange have developed the world's first range handicap. Every shot is scored against your handicap using strokes gained theory. Landing zones (we call them Inrange zones) are dynamically sized to your skill level, which means as your handicap improves over time, your targets will get smaller meaning you're always playing at the edge of your training comfort zone.



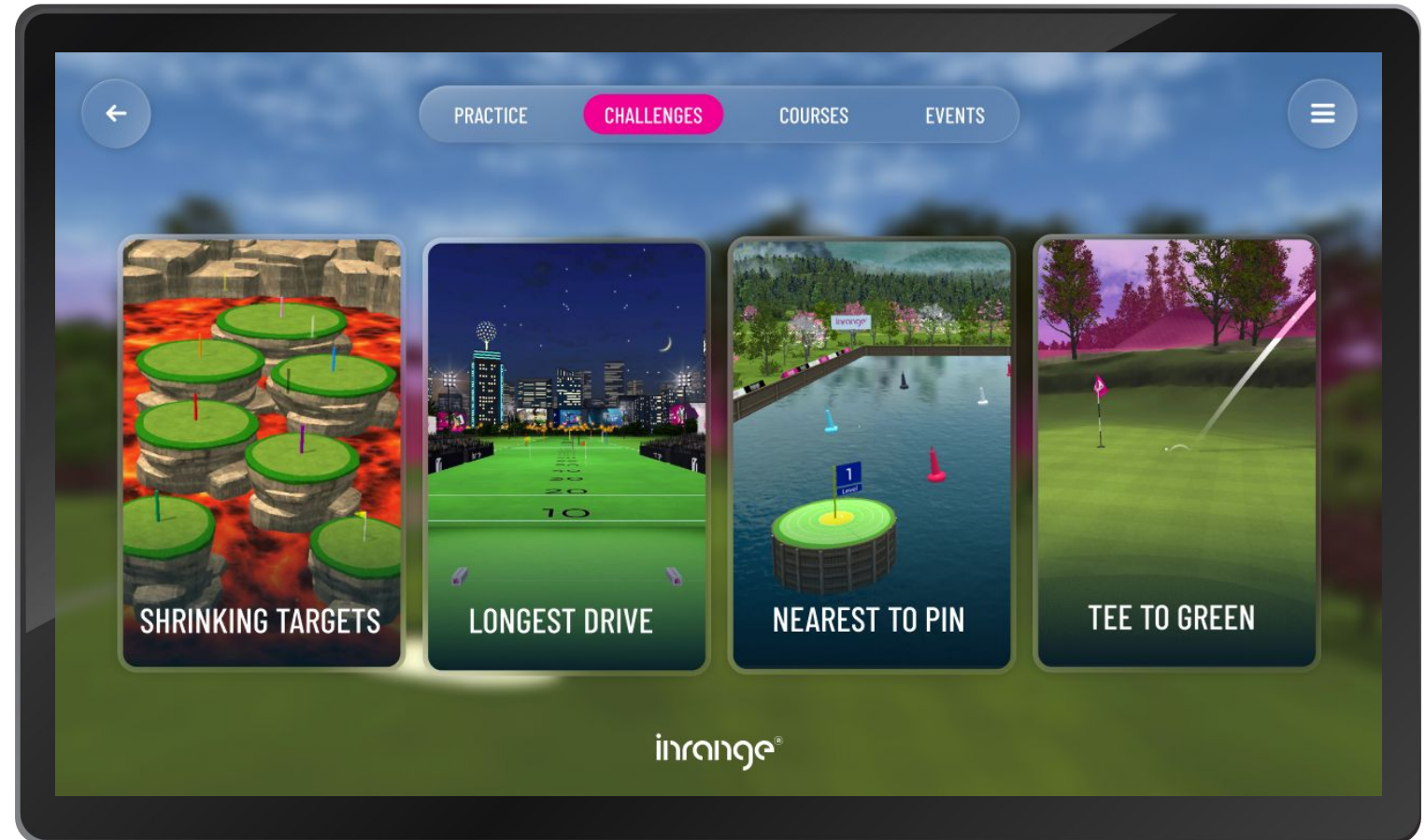
Inrange®App showing the player's Inrange Handicap® and relative strengths /weaknesses in their game, by calculating a handicap

# inrange Challenges

All challenges have monthly range and global leaderboards streamed to Big Screen TVs at the venue

## Did you know?

Inrange has an extensive library of curated events and competitions. Your dedicated Inrange Customer Success Manager will work with you to create and run a calendar of events throughout the year



Skill-based challenges for golfers **to test their skills.**

# Inrange Virtual Golf

## Did you know?

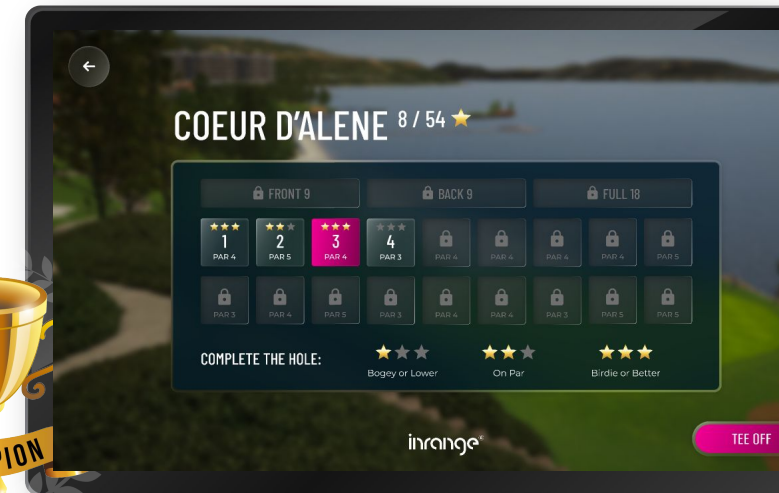
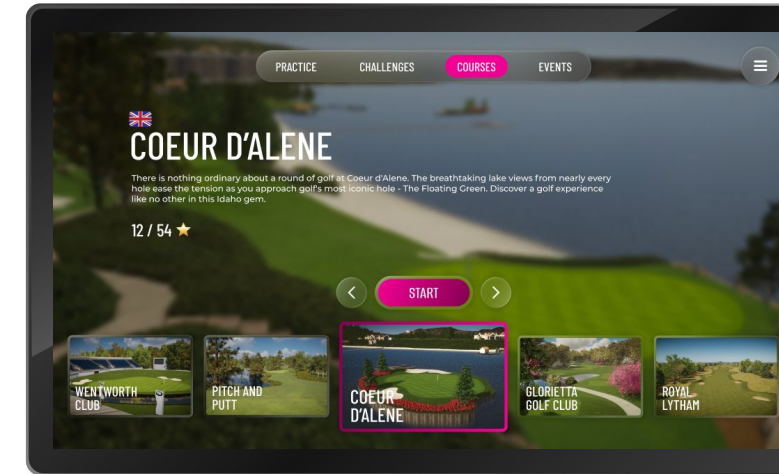
Inrange has two putting options: **roulette and chip to putt**. The roulette takes into account your distance to pin, lie and Inrange Handicap® to give you a 1, 2 or 3 putt. The chip to putt option requires a chip shot to the nearest pin – with the target size also dependent on your Inrange Handicap®.

Inrange takes virtual course play to the next level with separate virtual golf experiences in Inrange® and Inrange+®.

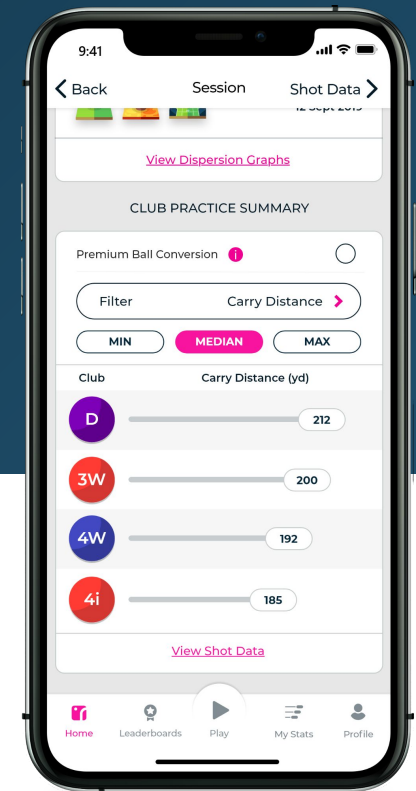
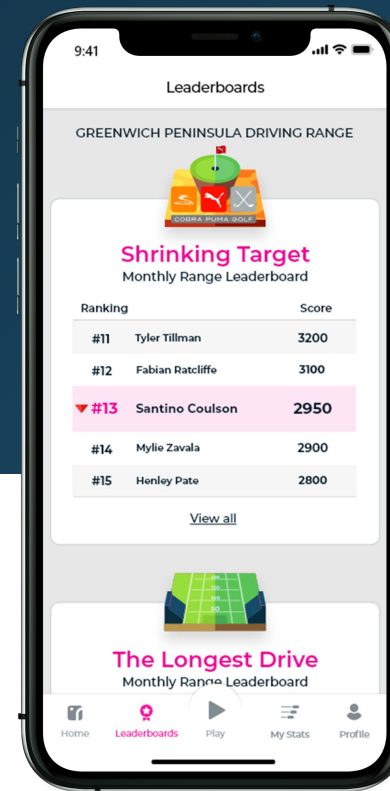
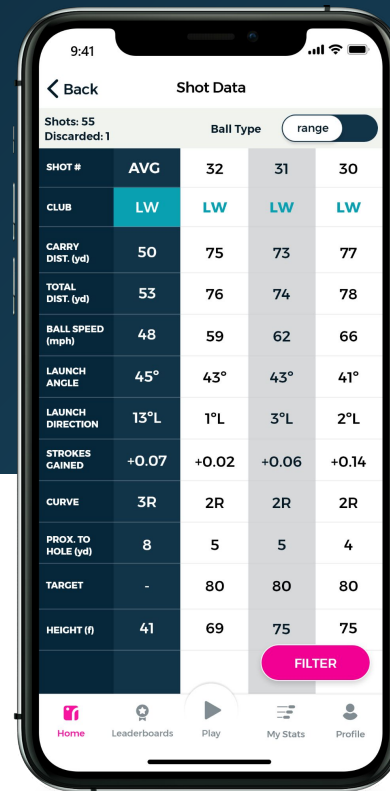
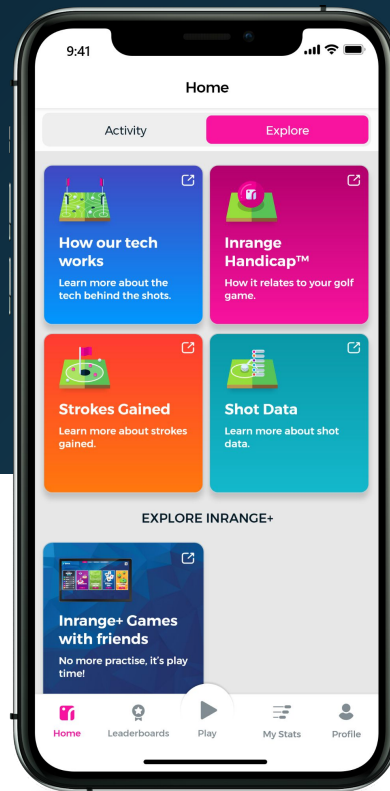
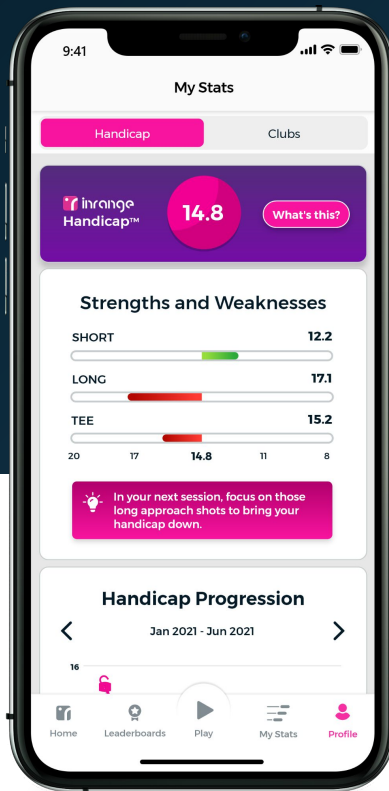
The Inrange® virtual courses have been designed with an **addictive play experience**, specifically designed to entice customers to **come back more often**.

See your best score on each hole and each course and **improve your scores to unlock more holes and courses**.

And with virtual course leaderboards across the Inrange App, web and big screens at your venue, **competition is about to get turned up to eleven**.



**Gamified course play:** score low to unlock new holes and new courses



**Training methodology built on the Inrange Handicap<sup>®</sup>** creates a practice journey for your serious golfers, significantly increasing return rates and customer stickiness

**Information library** to teach players how to use and get the most out of the Inrange<sup>®</sup> system, reducing dependence on range staff

**Detailed data history** used extensively by the teaching pros and their students at our partner sites

**Range leaderboards** updated in real-time, leading to off-range engagement and higher return rates

**Club distance data** increases player utility and drives customer stickiness

# Pro Coaching Bays

Powered by



## Additional data points:

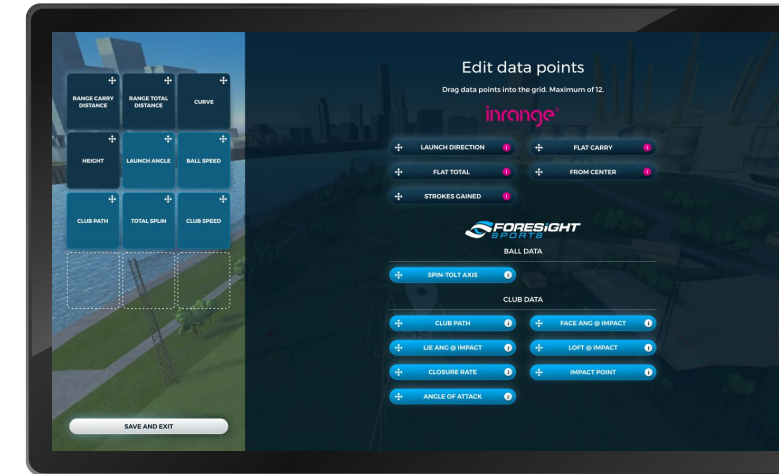
- Face-to-path
- Ball launch speed
- Push/pull
- H impact
- V impact
- Lie
- Dynamic loft
- Closure rate
- Club speed
- Launch angle
- Club path
- Angle of attack
- Total spin
- Spin axis
- Smash factor
- Back spin
- Side spin

**Inrange and Foresight Sports'** game changing partnership brings the world's first fully integrated camera-to-radar tracking system, delivering unprecedented accuracy and reliability, from impact to landing.

Foresight Sports are **pioneers of optical ball and club performance data**. Using infrared camera technology to optically record the precise shot parameters at impact.

The Foresight club data is **fully-integrated into the Inrange practice software**, giving your coaches the unrivalled precision of camera technology at impact, coupled with the pin-point accuracy of radar technology during ball flight.

The Falcon delivers **more than a dozen points of ball and club performance data with each shot** — nearly twice the data of any other overhead-mounted launch monitor in the market with the exception of the Foresight GCHawk.

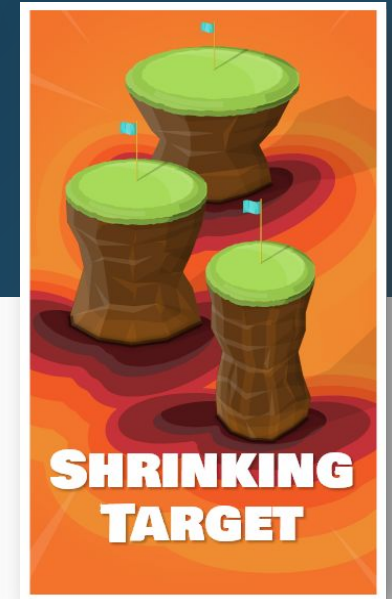
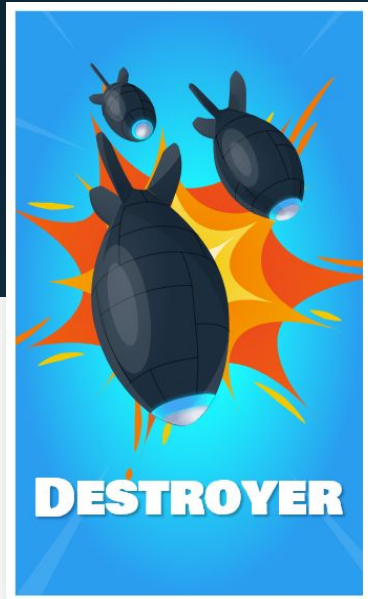


**Foresight club data** integrated within the Inrange practice experience giving pin-point accurate data from impact to landing



# inrange+ Multiplayer golf gaming

Up to 6 players in a bay, playing individually. We have games for all skill levels and are releasing a new game around every 6 months. Inrange+ is pin-accessed enabling premium entertainment pricing

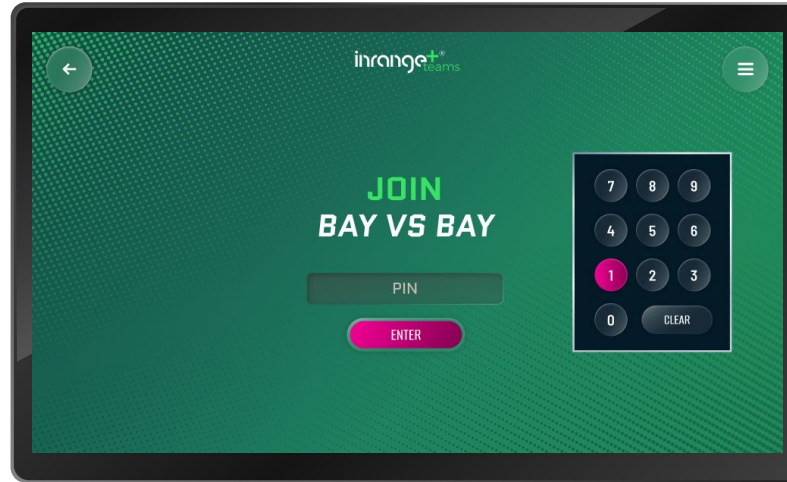


12

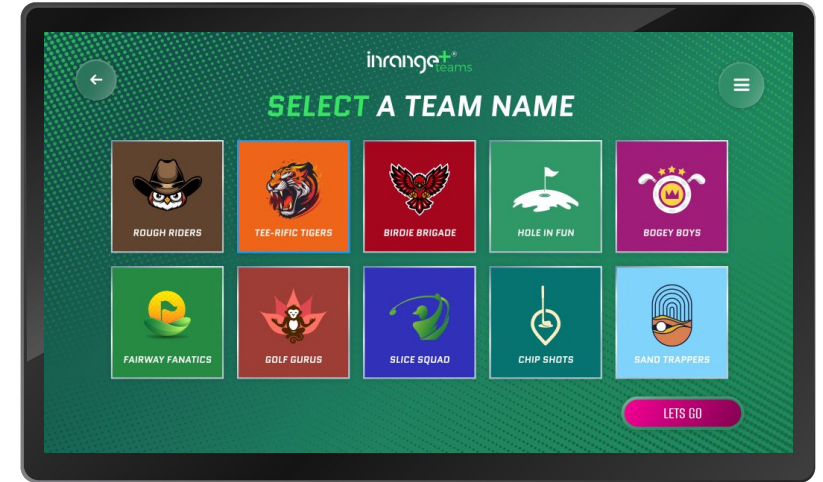
Least Skill

Most Skill

Multi-bay team gaming and events. Inrange+ Teams enables large groups to play in 'gated competitions'. **Think, corporate events for 50 people**



**Inrange+ Teams** set-up managed by the guests with a host/join pin-based system, without the need for assistance from your range staff



Each bay plays as a team of 2-8 players with the best two scores in each game scoring towards the competition

## Did you know?

Inrange® is the only range technology solution with a distinct competitive socialising experience for large multi-bay events. Multi-bay groups playing on other tracking systems will be playing individually in separate bays.

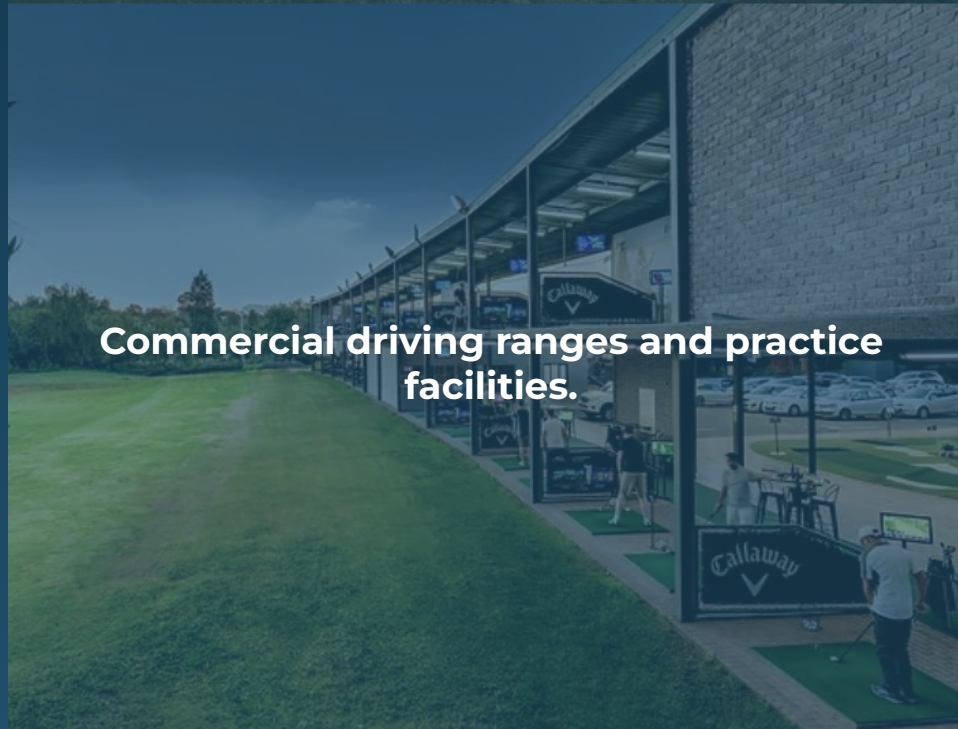


The leading team in each game shown on the main menu screen along with medal table for individual players



In-game pop-ups showing when you have taken the lead from another team

**Custom-built digital range experiences for every kind of golf facility**



## Case study:

### Chi Chi - The Golf Venue

powered by Inrange

Utrecht, Netherlands



#### Venue details

- New-build golf & entertainment venue
- 60 Inrange bays
- 5 radar tracking system

60 bay, two-storey golf & entertainment venue with high-end bar/restaurant

#### Chi Chi showcases the massive revenue synergies from pairing a premium range experience with a slick F&B operation

- ✓ 8.2m million balls hit in the first 8 months (1.2m per month within 6 months)
- ✓ Under €10m 60 bay two storey build
- ✓ 70:30 revenue split between F&B and bay rental revenue

## Case study:

### Launchpad Golf powered by Inrange

Calgary, Canada

#### Venue details

- Toptracer upgrade
- 2 x golf & entertainment venues
- 40 and 16 Inrange bays



Heritage Pointe, 40 bay, two-storey golf & entertainment venue with high-end bar/restaurant

#### Launchpad are a prime example of the next generation of Golf & Entertainment ranges

- ✓ 11% Increase since switching from Toptracer to Inrange
- ✓ Multiple future Launchpad sites announced
- ✓ Tracking across full 12 months with multiple full snow months per year

## Pre-project consulting

We understand that building a new range, or upgrading an existing venue can be a huge undertaking. Architects often haven't had any experience building golf venues. There's multiple suppliers and multiple tech platforms that all need to work seamlessly together. And you have no idea how much it's going to cost or how much revenue your venue is going to generate.

**We've done this a lot, and we're here to help.**

**Inrange's consulting team - consisting of business consultants, designers, an in-house architect, and marketing team - offer the following services:**

- Business planning and financial modelling (including pricing strategy)
- Venue customer flow and experience design
- Building and range outfield conceptual drawings
- Outfield effects design (digital-to-physical sensory effects)
- Bay layout design
- Brand building and pre-launch marketing
- Supplier selection (including booking system, venue management system, POS, ball management system, coaching bay technology, furniture & fittings and cooling systems - as well as incidental supplies (balls, mats, clubs etc.)

## Proposal, Deliverables & Inclusions.



## Pricing : All Inclusive Monthly Rental fee (17 Touchscreen Enabled Bays)

Upfront Fee	\$0
Monthly Rental Fee	\$4.420 per month

### Fine Print

- Currency is in USD and excludes all duties and taxes
- Monthly fee subject to annual CPI review
- Contract term: 5 years
- Quote valid for 30 days

# Inclusions?

- Customised Inrange radar system
- 2/3 x 3m outfield radar poles with mounting brackets
- Roof radar mounting brackets
- Provision and installation of power and fiber optic cables to outfield radar sensors and roof sensors
- Provision of server rack and installation & commissioning of server computing equipment
- Installation, commissioning, calibration and testing of Inrange radars
- Installation of touchscreen computers with mounting brackets
- 3D survey and custom-built virtual range
- Inrange software installed on every touchscreen (Inrange, Inrange+ and Inrange+ Teams)
- 2 spare touchscreens with software pre-installed for fast "no call-out" replacement in case of damage
- Inrange App access for all your players (free of charge), with session history, game analysis suite, Inrange Handicap®, Inrange Events®, range leaderboards and more
- Full access to Inrange player data (with name and email identifiers and everything about their game, visit and play history)
- 2 x HDMI computer sticks for reception/bar TVs with live Inrange leaderboards and any promotional content you wish
- Online booking system supplier selection and integration
- Inrange Facility Manager platform, with bay status view and bay access system (pins)
- Inrange Brand Hub for launch, activation, marketing and events collateral
- Dedicated Customer Success Manager and marketing support to help optimise Inrange at your facility and drive revenue (monthly calls and deliverables throughout the contract)
- Monthly data reporting to help you optimise operations (as well as access to your own dashboard for analysis and tracking)
- 24/7 dedicated support and proactive maintenance

## Deliverables.

- Irrigation-type trenching (1ft x 2ft) with conduit, from the range building to the outfield sensor(s);
- Installation of sensor poles and access boxes in the range outfield at agreed sensor locations (poles provided by Inrange);
- High-speed internet access;
- Power and data cabling (server to bays) inc. sockets in all touchscreen bays;
- Air-conditioned space for the server rack (max. 1m wide x 1m deep x 2m high - smaller for smaller venues).

**inrange**

[inrangegolf.com](http://inrangegolf.com)

[sales@inrangegolf.com](mailto:sales@inrangegolf.com)

# TRACKMAN RANGE



# FULL TRACKMAN RANGE COVERAGE

5 Year Agreement

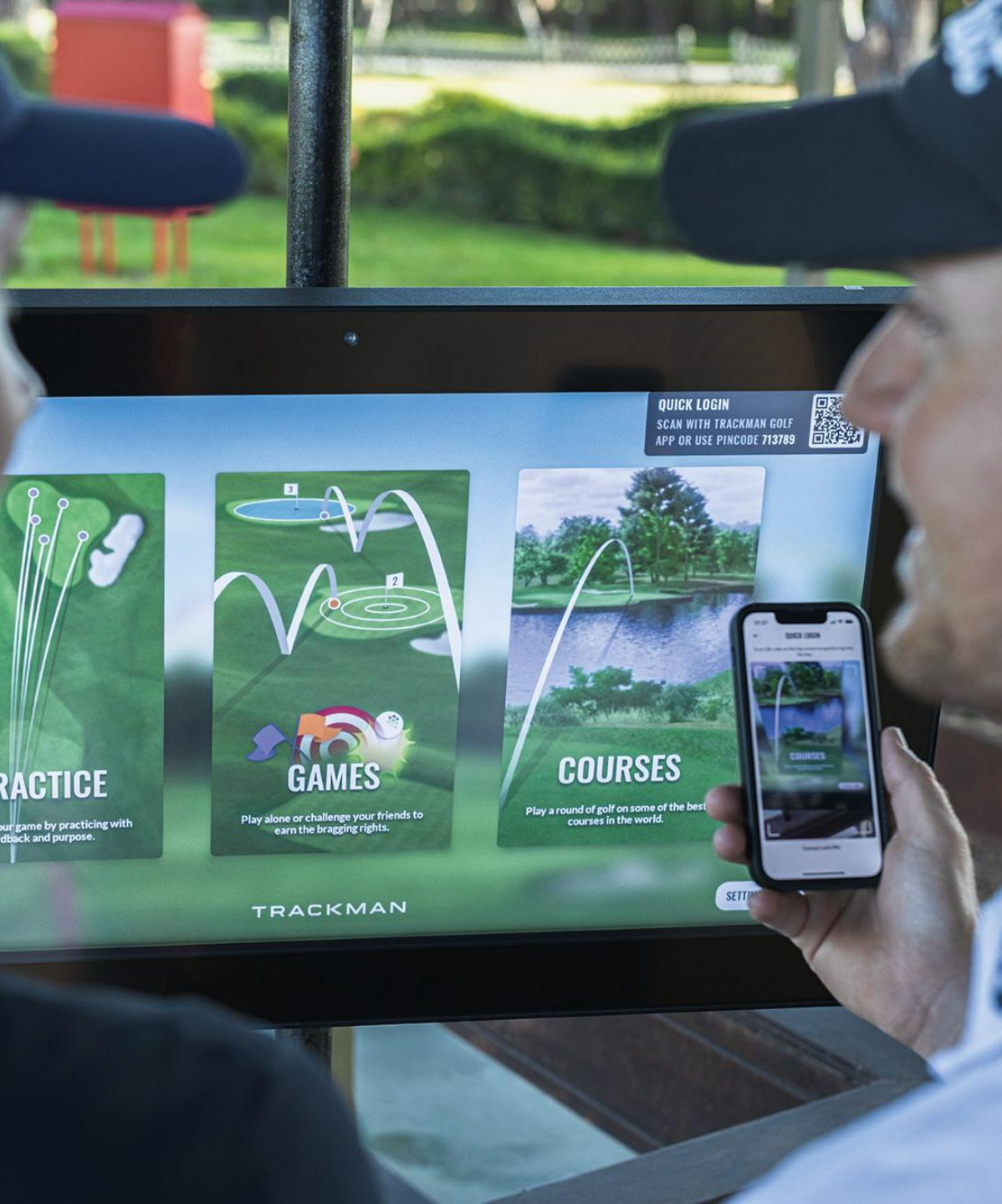
Monthly: **\$3,420**  
Per Bay Per Month: **\$190**

## INCLUDES\*:

- **18 21" OUTDOOR TOUCHSCREEN MONITORS FOR HITTING BAYS**
- **SOFTWARE, LICENSE & SUPPORT**
- **CUSTOM RANGE RENDERING**
- **EVENT SUPPORT**
- **TAYLORMADE INCENTIVES**
- **MARKETING MATERIALS**
- **ONGOING STAFF TRAINING**
- **CUSTOMER SUCCESS MANAGEMENT AND CONSULTATION**

\*TAX NOT INCLUDED





## AGREEMENT DETAILS

### FULLY WARRANTIED FOR THE FULL DURATION OF THE AGREEMENT:

- TRACKMAN RANGE RADARS
- TRACKMAN OUTDOOR MONITORS
- TRACKMAN SERVER AND COMPONENTS

### INCLUDED FOR THE FULL DURATION OF THE AGREEMENT:

- **\*\*DEDICATED CUSTOMER SUCCESS MANAGER\*\***
- ALL SYSTEM SOFTWARE AND FIRMWARE UPGRADES
- 24-HOUR SUPPORT AND MONITORING

### GUARANTEED PRICE LOCK AT SIGNATURE

### NOTE: DURING THE DURATION OF AN AGREEMENT, TRACKMAN EXPECTS TO COMPLETE A FULL SYSTEM REFRESH REPLACING THE FOLLOWING:

- RADARS
- OUTDOOR SCREENS
- SERVERS & COMPONENTS




# THE TRACKMAN RANGE EXPERIENCE IS FOR EVERYONE

## PRACTICE AND VIRTUAL GOLF




**RANGE PRACTICE**

Improve your game by practicing with feedback and purpose



**ON COURSE PRACTICE**

Prepare for your next round. Choose a spot on the course and start hitting



**FIND MY DISTANCE**

Find the distance of your clubs and get the data in your TrackMan Golf app



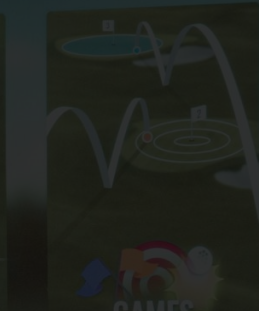
**COURSES**

Play golf on some of the best courses in the world



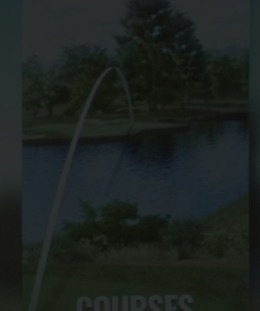
**TOURNAMENTS**

Participate in exciting tournaments with local and global players



**GAMES**

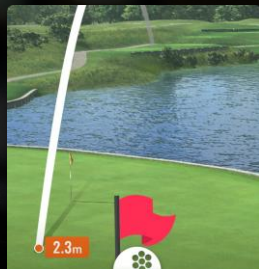
Play alone or challenge your friends to win the bragging rights.



**COURSES**


Play a round of golf on some of the best courses in the world.

## SKILL-BASED AND ENTERTAINMENT GAMES



**CLOSEST TO THE PIN**

Play alone or challenge your friends in a game of accuracy!



**HIT IT!**

Play alone or challenge your friends in a game of distance!



**CAPTURE THE FLAG**

Challenge your friends to see who gets the most flags!



**BULLSEYE**

Play alone or challenge your friends in a game of points!



**SCRAPYARD**

The Scrapyard is overflowing with cars. Blow up as many as possible! Explosive fun for players of all skill levels.



**MAGIC POND**

Catch all the monsters together

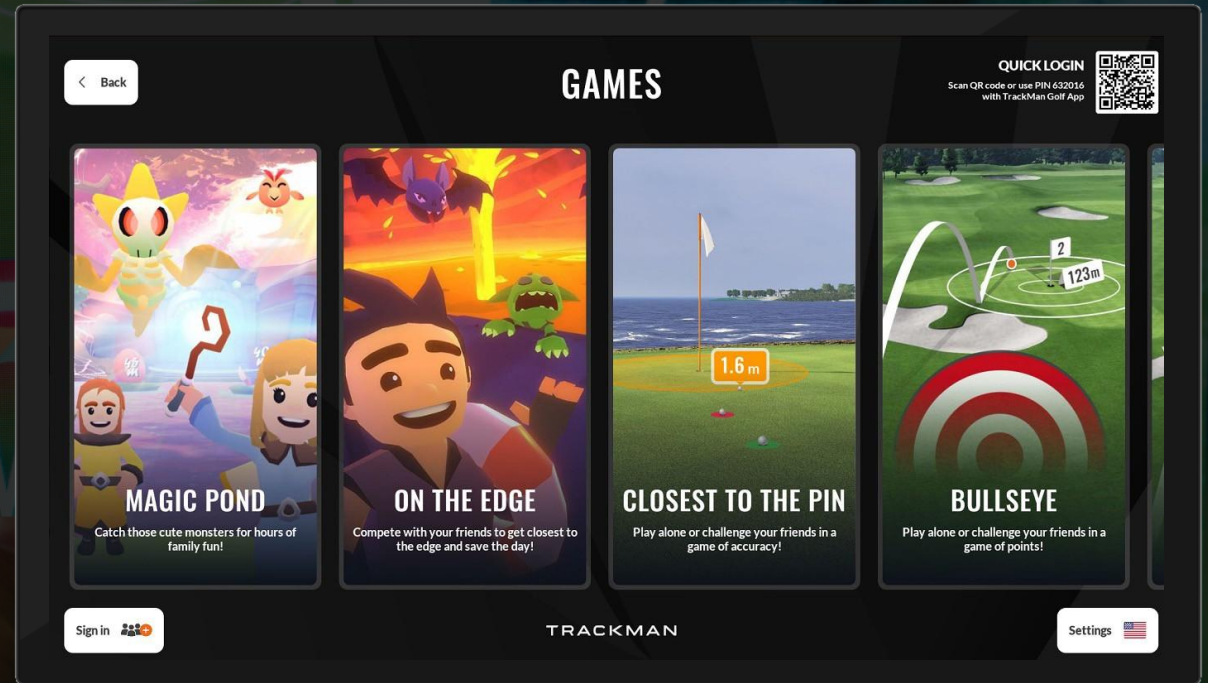


**ON THE EDGE**

Compete with your friends to get closest to the edge and save the day!

# SERIOUS GOLF..

# ..AND SERIOUS FUN



TRACKMAN RANGE COVERS THE ENTIRE GOLFER LIFECYCLE.  
FROM BEGINNER TO SCRATCH.

NEW WAYS TO PLAY

# THE BEST SIMULATOR EXPERIENCE ON THE RANGE

Play iconic courses from all over the world — anytime, in any weather, in any bay on the range — with opportunities to compete in tournaments coming soon.



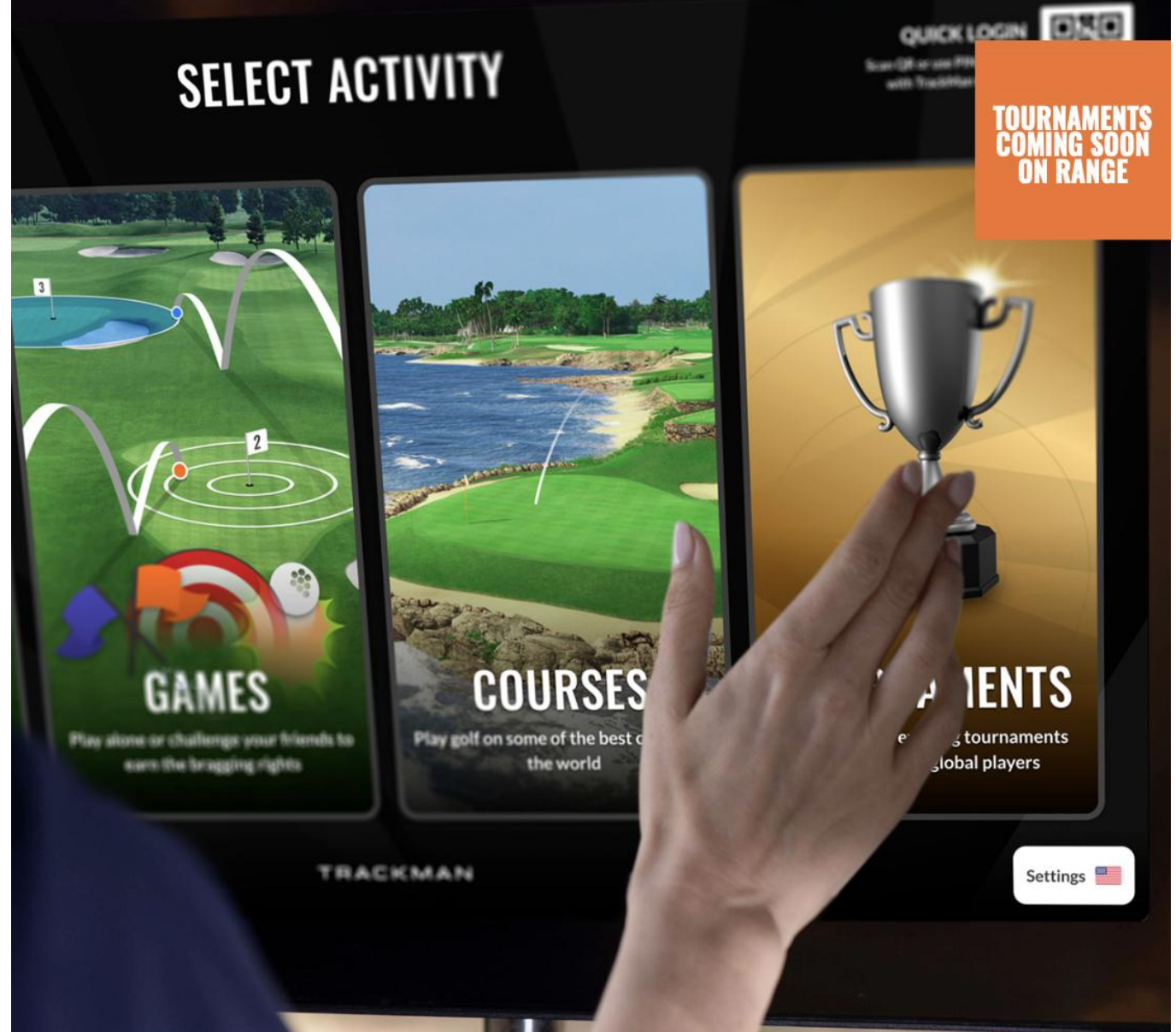
INDUSTRY LEADER



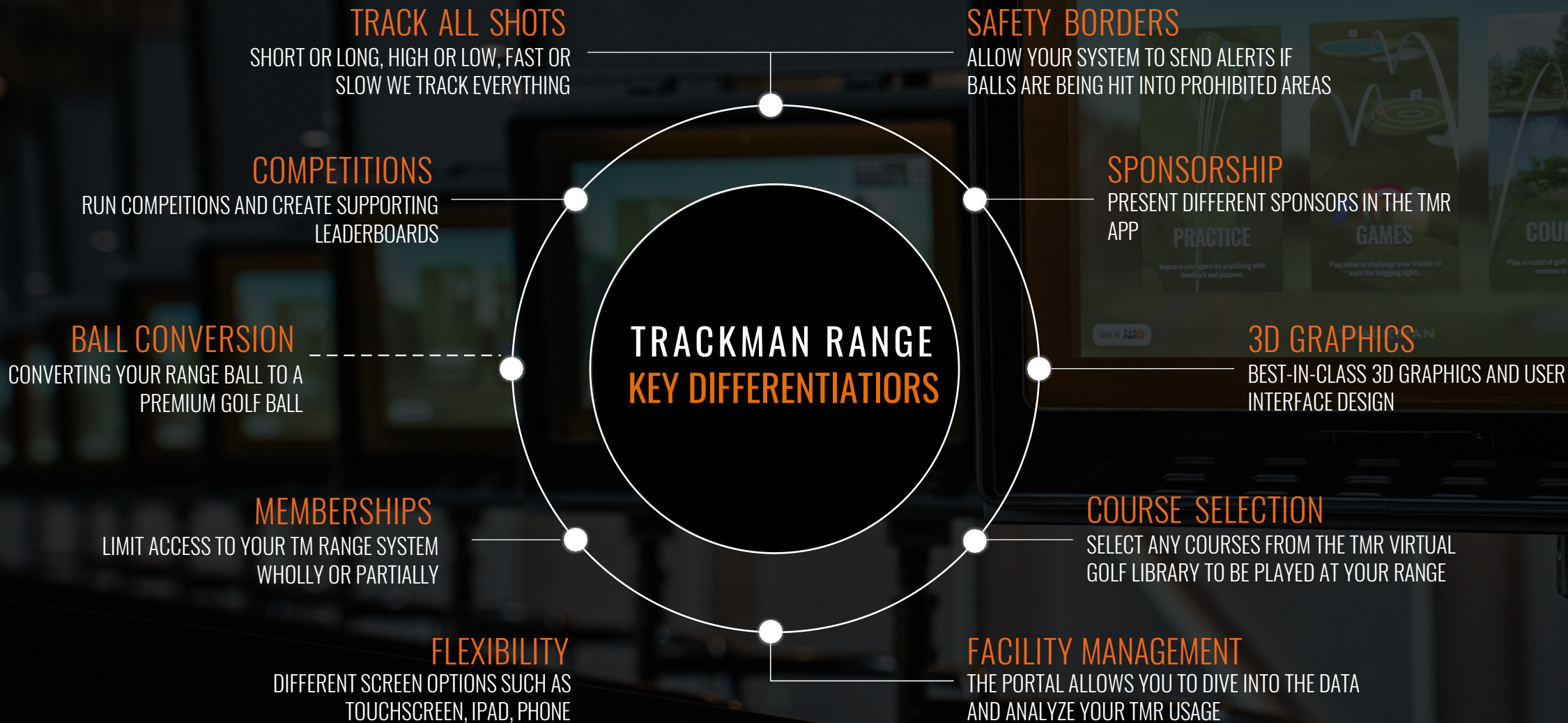
BIGGEST COURSE LIBRARY



STUNNING GRAPHICS



# THE TRACKMAN RANGE FEATURES



# YOUR DRIVING RANGE IS ONE OF A KIND

TRACKMAN RANGE INCLUDES A 3D RENDERING OF THE DRIVING RANGE TO BE USED FOR PRACTICE AND GAMES. ALL 3D RENDERINGS ARE BUILT IN-HOUSE USING THE SAME TECHNOLOGY AND APPROACH THAT IS USED FOR CREATING VIRTUAL GOLF COURSES

THE DRIVING RANGE IS FLOWN WITH A LIDAR DRONE AND SUBSEQUENTLY RENDERED TO LOOK IDENTICAL TO THE PHYSICAL DRIVING RANGE



## DRONE FLYOVER OF RANGE AND COURSE

A drone flyover is the first step in creating a virtual driving range or golf course. We collect all the relevant data, so every contour is captured



## VIRTUAL DESIGN OF RANGE AND COURSE

Our software engineers recreate the course based on the drone data and photos. Bushes, palm trees, the clubhouse and tee markers – all included!



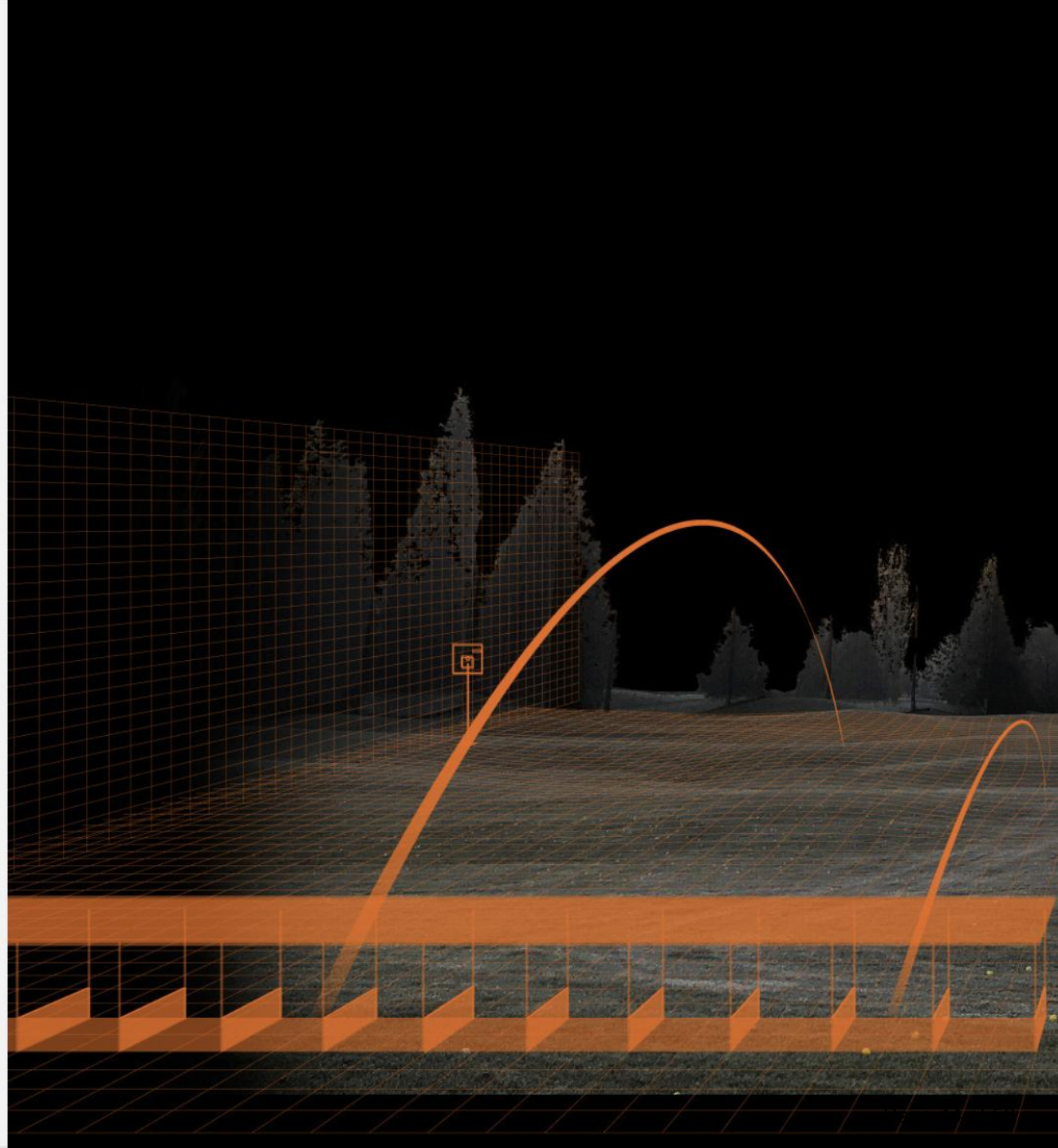
## RELEASE AND PLAY!

Once the course is completed, it will be released to the TrackMan course library for play on TrackMan Range as well as TrackMan Simulator

PLAY IT SAFE

# SAFETY BORDERS

Make your range and its surroundings a safer place.  
Notify players and staff when a ball goes over the virtual net  
and minimize the potential for injury or damage.



# OUR TEAM WORKS CLOSELY WITH YOU TO ENSURE THAT TRACKMAN RANGE WORKS FOR YOU

CONTRACT



CONDUIT, FIBER & POWER



CRITICAL

TESTING & CALIBRATION



RENDERING & PLANNING



RADAR INSTALLATION



GRAND OPENING



# THE ESSENTIAL TOOLS TO CREATE THE PERFECT PARTNERSHIP



## OPERATIONS MANAGEMENT 01

From the 3D render of your range to executing the onsite installation, the TrackMan Operations team works closely with you to make sure the system is piercingly accurate



## CUSTOMER MANAGEMENT 02

A dedicated Customer Success Manager provides personalized training and helps you maximize your TrackMan Range success



## TECHNICAL SUPPORT 03

Got a support question? We're here. Contact TrackMan support 24/7 whenever you need a helping hand



## MARKETING SUPPORT 04

Need ideas or material for your next event? Our Marketing team got you covered with strategies and promotional materials that will make it a success!



## PRODUCT DEVELOPMENT 05

The TrackMan DNA is all about innovation. That is why our team is constantly making improvements, developing new features, and staying ahead of the curve



The Nest  
Palm Beach Gardens

- The Nest ↑  
Par 3
- Clubhouse
- Café
- Trackman Range













**THANK YOU**

**TRACKMAN**



# Winter Pines Golf Course Advisory Board

# agenda item 6.a

**item type**

Staff Updates

**meeting date**

March 10, 2025

**prepared by**

Laura Halsey, Recreation Coordinator

**approved by****subject**

WP9/WP18 Revenue Update

**motion | recommendation****background****alternatives | other considerations****fiscal impact****attachments**

1. WP 9 Revenue comparisons 2023-2025
2. WP 18 Revenue 2023-2025

# Winter Park Golf Course (WP9)

## FISCAL YEAR 2025

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS			Revenues							
			# 9 HOLE	Member Rounds	Night Golf	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$89,104.87	3750	2,893	857	0	\$41,149.90	\$4,567.92	\$25,467.26	\$7,204.10	\$5,041.27	\$347.51	\$0.00	\$5,326.91
November	\$110,288.65	4785	3,576	1,131	78	\$52,753.26	\$5,790.48	\$27,224.27	\$11,577.73	\$5,782.27	\$683.81	\$1,794.40	\$4,682.43
December	\$119,608.84	4408	3,292	1,051	65	\$47,546.65	\$4,836.80	\$30,158.84	\$19,029.08	\$4,990.00	\$437.19	\$2,781.31	\$9,828.97
January	\$135,112.69	4692	3,708	917	67	\$49,966.04	\$4,921.72	\$42,747.60	\$10,032.90	\$5,704.66	\$762.28	\$11,730.85	\$9,246.64
February	\$135,667.02	4510	3,442	1,046	22	\$54,093.45	\$5,838.44	\$40,355.09	\$9,921.54	\$5,316.86	\$459.61	\$6,476.81	\$13,205.22
<b>TOTALS</b>	<b>\$589,782.07</b>	<b>22145</b>	<b>16,911</b>	<b>5,002</b>	<b>232</b>	<b>\$245,509.30</b>	<b>\$25,955.36</b>	<b>\$165,953.06</b>	<b>\$57,765.35</b>	<b>\$26,835.06</b>	<b>\$2,690.40</b>	<b>\$22,783.37</b>	<b>\$42,290.17</b>
			22,145	REVENUE									
			ROUNDS	\$589,782.07									

Closed for 4 Days

# Winter Park Golf Course (WP9)

## FISCAL YEAR 2024

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS			Revenues							
			# 9 HOLE	Member Rounds	Night Golf	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club
October	\$82,075.35	4124	3,243	881	0	\$39,537.29	\$5,895.70	\$13,364.54	\$9,380.83	\$5,811.49	\$638.97	\$0.00	\$7,446.53
November	\$87,078.68	3567	2,679	738	150	\$44,164.43	\$4,553.66	\$15,700.98	\$11,762.69	\$4,930.06	\$582.92	\$1,407.48	\$3,976.46
December	\$104,424.48	3290	2,334	812	144	\$40,399.88	\$3,961.16	\$31,093.56	\$16,643.98	\$4,412.72	\$246.62	\$2,411.21	\$5,255.35
January	\$116,626.08	4113	2,942	1,089	82	\$45,482.85	\$4,345.09	\$39,289.85	\$12,249.11	\$4,746.21	\$437.19	\$7,337.39	\$2,738.39
February	\$112,505.55	4501	3,274	1,133	94	\$50,298.47	\$4,690.22	\$28,598.22	\$12,239.39	\$5,313.30	\$526.87	\$7,321.87	\$3,517.21
<b>TOTALS</b>	<b>\$502,710.14</b>	<b>19595</b>	<b>14,472</b>	<b>4,653</b>	<b>470</b>	<b>\$219,882.92</b>	<b>\$23,445.83</b>	<b>\$128,047.15</b>	<b>\$62,276.00</b>	<b>\$25,213.78</b>	<b>\$2,432.57</b>	<b>\$18,477.95</b>	<b>\$22,933.94</b>
			19,595	REVENUE									
			ROUNDS	\$502,710.14									

851

# Winter Park Golf Course (WP9)

## FISCAL YEAR 2023

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS			Revenues							
			# 9 HOLE	Member Rounds	Greens Fees	Carts	Membership	Merchandise	Food & Beverage	Club RENTAL	Golf Events	Country Club	
October	\$98,534.98	3386	2,612	774	\$47,044.98	\$4,631.24	\$16,600.00	\$10,256.36	\$6,329.02	\$356.82	\$2,976.56	\$10,340.00	
November	\$85,007.47	3424	2,506	918	\$43,030.83	\$4,296.38	\$15,507.97	\$8,858.43	\$5,052.64	\$201.34	\$2,323.82	\$5,736.06	
December	\$102,334.22	3669	2,990	679	\$46,707.28	\$4,534.75	\$22,102.86	\$15,963.40	\$5,029.93	\$308.55	\$2,429.91	\$5,257.54	
January	\$118,630.46	4493	3,716	777	\$55,161.53	\$5,452.92	\$27,962.69	\$12,815.68	\$5,822.33	\$398.31	\$4,953.27	\$6,063.73	
February	\$117,733.27	3923	3,286	637	\$51,102.18	\$5,003.83	\$30,654.28	\$16,933.91	\$6,753.12	\$523.60	\$3,000.00	\$3,762.35	
<b>TOTALS</b>	<b>\$522,240.40</b>	<b>18895</b>	<b>15,110</b>	<b>3,785</b>	<b>\$243,046.80</b>	<b>\$23,919.12</b>	<b>\$112,827.80</b>	<b>\$64,827.78</b>	<b>\$28,987.04</b>	<b>\$1,788.62</b>	<b>\$15,683.56</b>	<b>\$31,159.68</b>	
			18,895	REVENUE									
			ROUNDS	\$522,240.40									

**FISCAL YEAR 2025**

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS				Revenues						
			# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	Bonfire	
October	\$184,091.55	1813	1,222	591	\$30,710.41	\$33,331.64	\$23,710.03	\$85,098.35	\$5,770.16	\$470.96	\$0.00	\$5,000	Closed for 1 week
November	\$148,948.95	2676	1,909	767	\$24,517.74	\$54,204.88	\$35,806.44	\$21,305.83	\$7,390.80	\$723.26	\$0.00	\$5,000	
December	\$143,956.11	2551	1,826	725	\$25,756.66	\$53,450.22	\$27,927.15	\$21,587.94	\$9,241.76	\$992.38	\$0.00	\$5,000	
January	\$150,888.34	2570	1,854	716	\$25,328.54	\$50,751.80	\$28,412.31	\$33,696.82	\$6,807.41	\$891.46	\$0.00	\$5,000	
February	\$161,363.20	3084	2,337	747	28,808.38	\$68,617.54	\$35,579.41	\$13,852.54	\$8,412.03	\$1,093.30	\$0.00	\$5,000	
<b>TOTALS</b>	<b>\$789,248.15</b>	<b>12694</b>	<b>9,148</b>	<b>3,546</b>	<b>135,121.73</b>	<b>\$260,356.08</b>	<b>\$151,435.34</b>	<b>\$175,541.48</b>	<b>\$37,622.16</b>	<b>\$4,171.36</b>	<b>\$0.00</b>	<b>\$ 25,000.00</b>	
			12,694 ROUNDS	REVENUE \$789,248.15									

**FISCAL YEAR 2024**

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS				Revenues					
			# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	Bonfire
October	\$233,088.16	2877	2,017	860	\$36,824.25	\$52,861.18	\$28,469.08	\$102,362.62	\$7,108.37	\$462.66	\$0.00	\$5,000
November	\$127,846.81	2644	1,829	815	\$22,054.75	\$53,982.07	\$25,793.46	\$13,156.83	\$5,999.93	\$1,859.77	\$0.00	\$5,000
December	\$137,599.19	2630	1,762	868	\$23,836.06	\$55,193.00	\$27,355.83	\$18,701.99	\$6,974.07	\$538.24	\$0.00	\$5,000
January	\$145,561.40	2894	1,975	919	\$25,435.71	\$58,286.50	\$32,133.27	\$18,951.20	\$5,065.10	\$689.62	\$0.00	\$5,000
February	\$141,172.46	2961	2,026	935	25,241.75	\$61,347.06	\$31,396.30	\$10,181.73	\$7,164.62	\$841.00	\$0.00	\$5,000
<b>TOTALS</b>	<b>\$785,268.02</b>	<b>14006</b>	<b>9,609</b>	<b>4,397</b>	<b>133,392.52</b>	<b>\$281,669.81</b>	<b>\$145,147.94</b>	<b>\$163,354.37</b>	<b>\$32,312.09</b>	<b>\$4,391.29</b>	<b>\$0.00</b>	<b>\$ 25,000.00</b>
			14,006 ROUNDS	REVENUE \$785,268.02								

**FISCAL YEAR 2023**

DATE	TOTAL \$ (Pre-Sales Tax)	TOTAL Rounds per Month	STATS				Revenues					
			# 18 HOLE	Member Rounds	Driving Range	Greens Fees	Carts	Membership	Merchandise	Club RENTAL	Golf Events	F&B
October	\$216,943.27	3600	2,900	700	\$19,009.19	\$53,478.19	\$28,469.08	\$104,837.10	\$6,149.71	\$0.00	\$0.00	\$5,000.00
November	\$130,480.00	2978	2,303	675	\$17,395.40	\$53,953.35	\$23,807.39	\$19,618.81	\$10,256.69	\$448.64	\$0.00	\$5,000.00
December	\$132,424.82	3583	2,856	727	19,881.58	\$68,162.49	\$31,347.12	\$14,733.68	\$12,466.51	\$715.02	\$0.00	\$5,000.00
January	\$173,423.27	3870	3,088	782	34,358.08	\$77,670.98	\$30,747.26	\$14,649.57	\$9,623.42	\$1,373.96	\$0.00	\$5,000.00
February	\$154,785.83	3723	3,060	663	29,741.84	\$78,291.55	\$30,485.50	\$2,056.08	\$8,299.56	\$911.30	\$0.00	\$5,000.00
<b>TOTALS</b>	<b>\$808,057.47</b>	<b>17754</b>	<b>14,207</b>	<b>3,547</b>	<b>100,504.51</b>	<b>\$331,556.56</b>	<b>\$144,856.35</b>	<b>\$155,895.24</b>	<b>\$46,795.89</b>	<b>\$3,448.92</b>	<b>\$0.00</b>	<b>\$25,000.00</b>
			17,754 ROUNDS	REVENUE \$808,057.47								