



Joe Doud Administration Building  
545 Academy Drive  
Northbrook, IL 60062  
847-291-2960  
[nbparks.org](http://nbparks.org)

## Golf Operations Committee Meeting

January 18, 2021

5:45pm or immediately following the Administration and Finance Committee Meeting  
Joe Doud Administration Building, 545 Academy Drive

The Northbrook Park District Board of Commissioners will offer a hybrid option to attend the Committee Meeting on Monday, January 18 starting at 6pm. If you wish to attend electronically, provisions have been made to join via Zoom. Please contact Wendy Peterson at [wpeterson@nbparks.org](mailto:wpeterson@nbparks.org) or 847-897-6106 by 4pm, Monday, January 18 to request login information. For those who wish to attend in-person, Commissioners and staff will be meeting in the Joe Doud Administration Building, 545 Academy Drive. CDC guidelines will be followed, and a face covering is required. Community members wishing to respectfully share thoughts about any matter concerning the Northbrook Park District may do so during Recognition of Visitors. The Board typically does not immediately respond to public comments or engage in open dialogue, but we are of course actively listening to your comments. If follow up communication is necessary, a Northbrook Park District staff member will contact you within two business days. Thank you for your understanding of these guidelines.

### AGENDA

- I. Call to Order – Chair Ziering; Members Randel and Schyman
- II. Recognition of Visitors
- III. Approval of Meeting Minutes  
1/18.1 Golf Operations Committee Meeting of December 16, 2020
- IV. Informational Items/Verbal Updates
  - A. Sportsman’s Country Club Site Change Orders
  - B. Project Update
- V. Unfinished Business
- VI. New Business  
1/18.2 Consider Approval of TrackMan Driving Range Solution
- VII. Old Business
- VIII. Next Meeting – The week of February 15, 2021 at 5:45pm or immediately following the Administration and Finance Committee Meeting, Joe Doud Administration Building, 545 Academy Drive
- IX. Adjournment

Copies to: Park Board, Attorney, Directors, All Staff and Park District Facilities, Daily Herald, Village of Northbrook  
Posted on Park District Website: [nbparks.org](http://nbparks.org)

Persons with disabilities requiring reasonable accommodation to participate in this meeting should contact Eileen Loftus, the Park District’s ADA Compliance Officer, at the Park District’s Administration Building by mail at 545 Academy Drive, Northbrook, Illinois 60062, by phone at (847) 291-2960, Monday through Friday 8:30am until 5:00pm, or by email to [eloftus@nbparks.org](mailto:eloftus@nbparks.org) at least 48 hours prior to the meeting. Requests for a qualified ASL interpreter generally require at least 5 business days advance notice. For the deaf or hearing impaired, please use the Illinois Relay Center voice only operator at (800) 526-0857.



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# MEMORANDUM

To: Golf Operations Committee  
From: Greg Baron, Director of Golf Operations  
Agenda Item: 1/18.2 Consider Purchase of TrackMan Driving Range Solution  
Date: January 15, 2021

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## **Staff Recommendation:**

Staff recommends approval to install the TrackMan Driving Range Solution for the renovated Practice Range in the amount of \$195,000 from TrackMan, Inc.

## **Background & Analysis:**

Golf staff identified two viable technology options for commercial installation at the Practice Range. Product demonstrations for vendors were conducted at the 2020 PGA Show. TrackMan Driving Range Solution is a radar-based technology that tracks every golf shot at the Range. The TrackMan Driving Range Solution tracks the ball flight as well as the precise time and position of every shot struck on the range and has a safety border feature that will notify staff when triggered. When shots trigger the safety border feature, customers will be notified via the app. The other technology vendor, Top Tracer, captures ball flight data via camera which is less reliable due to sun interference, and this option would also require covered hitting stations to shield electronic equipment. Due to this requirement, Top Tracer was removed from consideration.

The Trackman Driving Range Solution includes three radar units, the tracking server and a 3D model rendering of the Practice Range to be used in the app. TrackMan, Inc. will complete the installation of the system by July 1, 2021. The initial term of the Agreement commences on the takeover date, estimated to be July 1, 2021, and will run for 12 months. A \$35,000 annual license and support fee will be paid out of the Operations budget in quarterly payments of \$8,750. The annual license and support fee will increase 1% annually beginning in year four. A license and support renewal term provision that provides for an automatic renewal of the Agreement for nine successive 12-month periods (resulting in a total of ten years) has been included. Both parties have the right to terminate for breach by providing prior written notice and allowing the breaching party to cure.

Golf staff performed two site visits in 2020 at a TrackMan Driving Range Solution facility outside of Milwaukee to better evaluate the system. Staff had the opportunity to interact with the app and with facility management on the use of the product. Feedback received was very positive. Staff recommends the TrackMan Driving Range Solution for its highly accurate ball flight data, games, forthcoming virtual golf on the range, reliability in all weather conditions and its ease of use.

An agreement of this type is exempt from the bidding process because it is a software and data processing device. The final terms of the purchase agreement are currently undergoing legal counsel review and revisions.

# NORTHBROOK PARK DISTRICT

| <b>TrackMan Driving Range Solution</b> | <b>Quantity</b> | <b>Price</b>     | <b>Total</b>     |
|--|-----------------|------------------|------------------|
| Project Expense:                       |                 |                  |                  |
| Sign on Fee Payment                    | <b>1</b>        | <b>\$50,000</b>  | <b>\$50,000</b>  |
| Second Payment due March 31, 2021      | <b>1</b>        | <b>\$110,000</b> | <b>\$110,000</b> |
| Annual Operation Expense:              |                 |                  |                  |
| Quarterly License and Support Fee      | <b>4</b>        | <b>\$8,750</b>   | <b>\$35,000</b>  |
| <b>First Year Total Amount</b>         |                 |                  | <b>\$195,000</b> |

**Explanation:**

1. Budgeted Allocation: \$200,000
2. Budget Source: 2021 Capital Improvement Plan and 2021 Operations Budget
3. Public/Customer Impact: Purchase will contribute to enhancing the practice experience, growing participation and revenue at the Practice Range.

**Motion:**

The Golf Operations Committee Chair moves to approve the purchase of the TrackMan Driving Range Solution in the amount of \$195,000 from TrackMan, Inc. of Scottsdale, Arizona, pending approval from legal counsel to the full Board for approval.

**Pc:** Molly Hamer, Executive Director



TRACKMAN

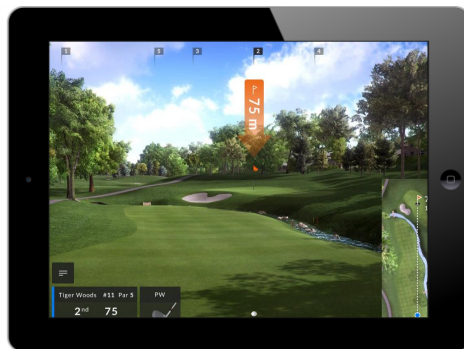
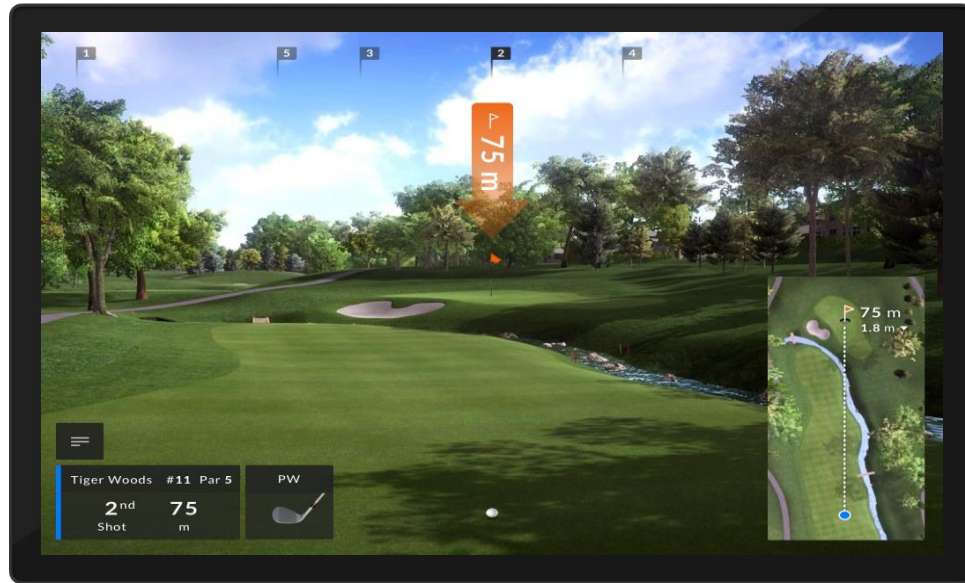
# TrackMan Range Introduction



Albany  
Bahamas

# Virtual Golf

Roll-out to all existing ranges (iPad or touchscreen)



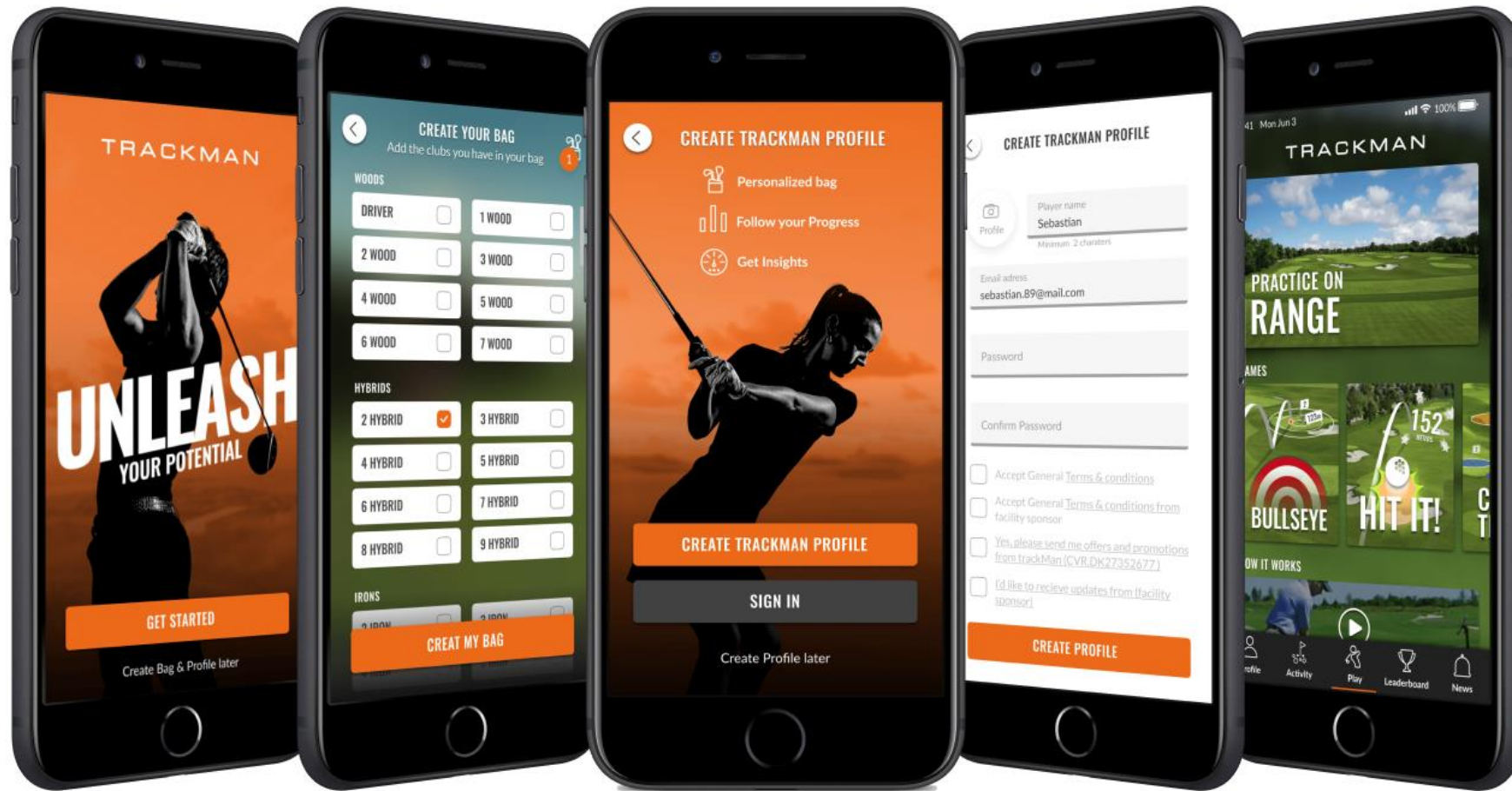
## Feature set

- 2½ D graphical experience (camera shift)
- 4 courses active at the same time!
  - PGA National, Muirfield Village, St Andrews Old Course, Bethesda GC
- **Q1, 2021:** 3 courses can be updated by the facility anytime with complete access to full TM course library of +75 courses - 1 course managed by TrackMan for global tournaments
- Auto-finish from within 20 yards
  - “Hit a shot to finish hole” is coming
- On-course Practice
  - Select a course and place the ball anywhere!

**TRACKMAN**

# Improved onboarding

Drive personalization from the beginning (MyBag + create profile)



# MyBag + New reports

New extensive insights on session and club performance



All the information needed to evaluate a practice session. At the tip of a finger

# Find Your Distance

Data stored and accessible in MyBag



# Q4: Taking the experience further

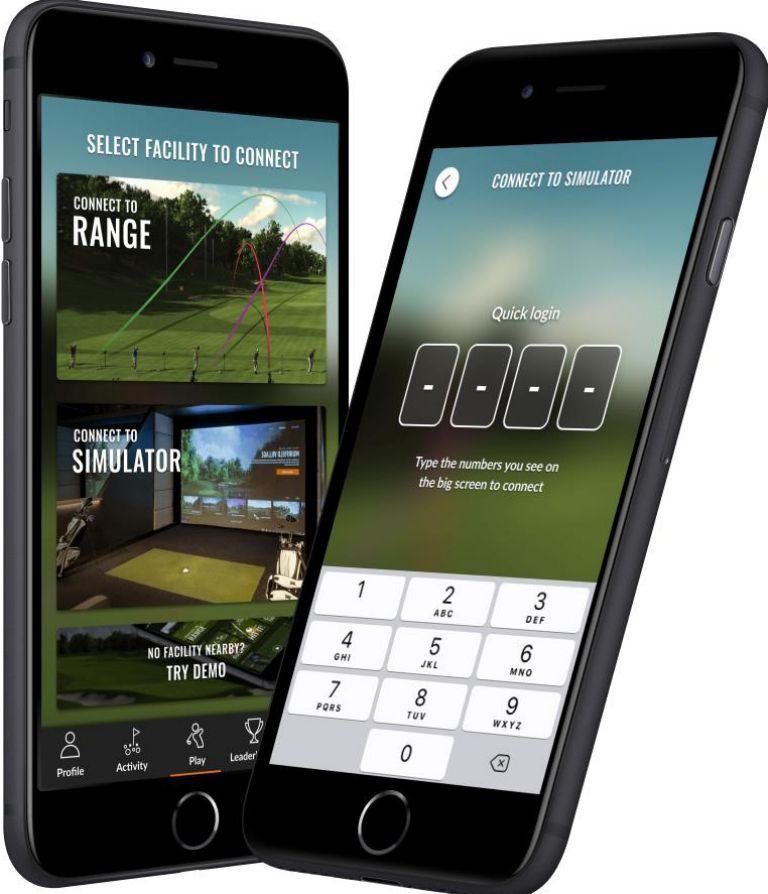
Everything TrackMan in one place



RANGE



GOLF



# Q4: Profile

Follow your progress and share great achievements



TRACKMAN

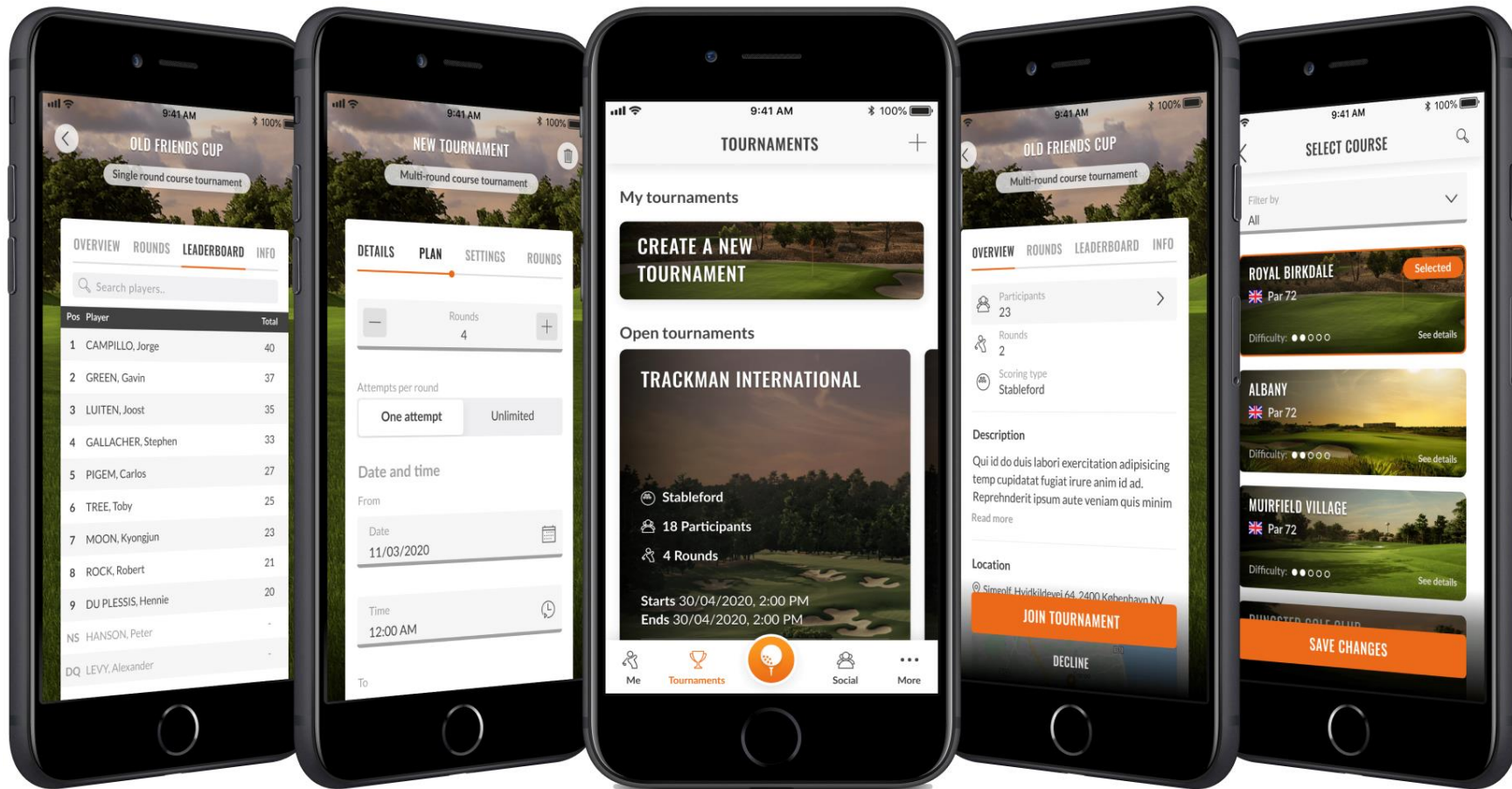
# Q4: All activities in one place

Practice, Games and Virtual Golf (across Range, SIM and TM4)



# Q1, 2021: Tournaments

Participate in global tournaments or create your own (private)



# Q1, 2021: Friends

Connect with friends and play together



Connecting and playing  
with friends made easy.  
Create tournaments  
and share progress

# Follow key performance indicators

## And take appropriate actions

Home

Facility

Admin

TRACKMAN

Furuya Golf Club



### DASHBOARD

Date

This Month

01/01/2019 - 01/12/2019

Unique users with app

854

56% signed in to app

Total shots

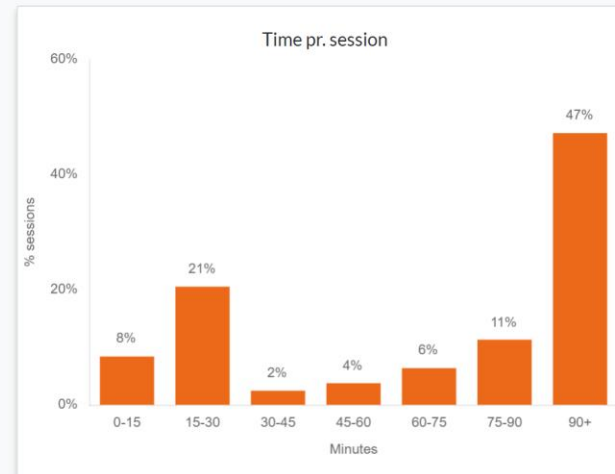
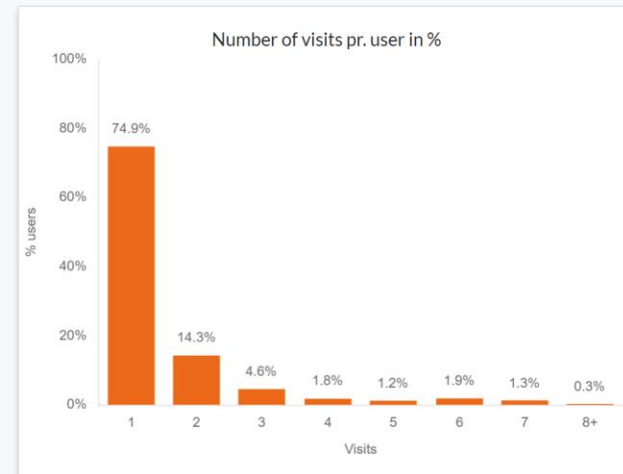
232K

59% with app

Avg.shots pr.app session


86

Avg. time spend: 82 min.




# Leaderboards for external screens



## Make your own design

Home **Facility** TRACKMAN Eagle Club 

### LEADERBOARD BUILDER




PREVIEW 

Leaderboard Name

| CURRENT LEADERS   | CLOSEST TO THE PIN  | ALL TIME |
|---|---|----------|
| 1 -   | <br>Drag & Drop Image<br>or<br>Select image |          |
| 2 -   |   |          |
| 3 -   |   |          |
| 4 -   |   |          |
| 5 - Click to edit  |   |          |
| 6 -   |   |          |
| 7 -   |   |          |
| 8 -   |   |          |
| 9 -   |   |          |
| 10 -  |   |          |

Insert text here and style below

**LAYOUTS**

-   
Leaderboard
-   
Leaderboard & promotion
-   
Promotion

**LEADERBOARD** Format settings and styling options

Game Type  Duration  Units

**SAVE**



# BULLSEYE

CURRENT LEADERS

ALL TIME

|    |          |      |
|----|----------|------|
| 1  | KAZUTAMI | 4050 |
| 2  | 焼肉祭り     | 1350 |
| 3  | KEN_     | 850  |
| T4 | NBR      | 450  |
| T4 | AROGOLF  | 450  |
| -  |          |      |
| -  |          |      |
| -  |          |      |
| -  |          |      |
| -  |          |      |



The winner gets a fantastic Miura sand wedge... will it be you?

# Safety borders


Create 'borders' in no time...

← Back  
Title ✎

Created poles

+ Draw new border on map

Map overview



← Back  
Smørum Safety border ✎ Save

Created Poles

Height of your current physical fence

10 Meters

Meters

Yards

Feets

▼ Pole 3


▼ Pole 4

▼ Pole 5

▼ Pole 6

▼ Pole 7

Map overview



Click on the map to set a point ✕


# Safety borders

... and start to follow the incidents

SAFETY BORDERS Notifications settings

Incidents Select date

| Time             | Bay | No. of Alerts | Details |
|------------------|-----|---------------|---------|
| 08.08.16 - 16:48 | 21  | 1             |         |
| 08.08.16 - 16:48 | 5   | 3             |         |
| 08.08.16 - 16:48 | 9   | 3             |         |
| 08.08.16 - 16:48 | 2   | 3             |         |
| 08.08.16 - 16:48 | 18  | 1             |         |
| 08.08.16 - 16:48 | 4   | 1             |         |
| 08.08.16 - 16:48 | 1   | 1             |         |



[Manage Safety Borders](#)

< 1 2 3 4 5 ... 110 >

SAFETY BORDERS Notifications settings

Incidents details 08.08.16 X


User info

User name: Jack Black  
Email: JackBlack@Trackman.com  
Bay: 5

Incidents

| Time  | Carry distance |
|-------|----------------|
| 11:41 | 100 meter      |
| 11:31 | 80 meter       |
| 11:21 | 120 meter      |

[Download PDF](#)



# Safety borders

## Notifications

← Back NOTIFICATION SETTINGS Save

### 1. Notification

Number of balls to trigger the alarm system

3

Staff notification

Select notification type

SMS  23452678

Email  JohnDoe@facility.com

+ Add staff notification

App notification

None

None

Please be carefull

Staff has been notified

### 2. Notification

Number of balls to trigger the alarm system

4

Staff notification

Select notification type

+ Add staff notification

App notification

Staff has been notified

### 3. Notification

Number of balls to trigger the alarm system

5

6

7

8

9

10

Staff notification

Select notification type

+ Add staff notification

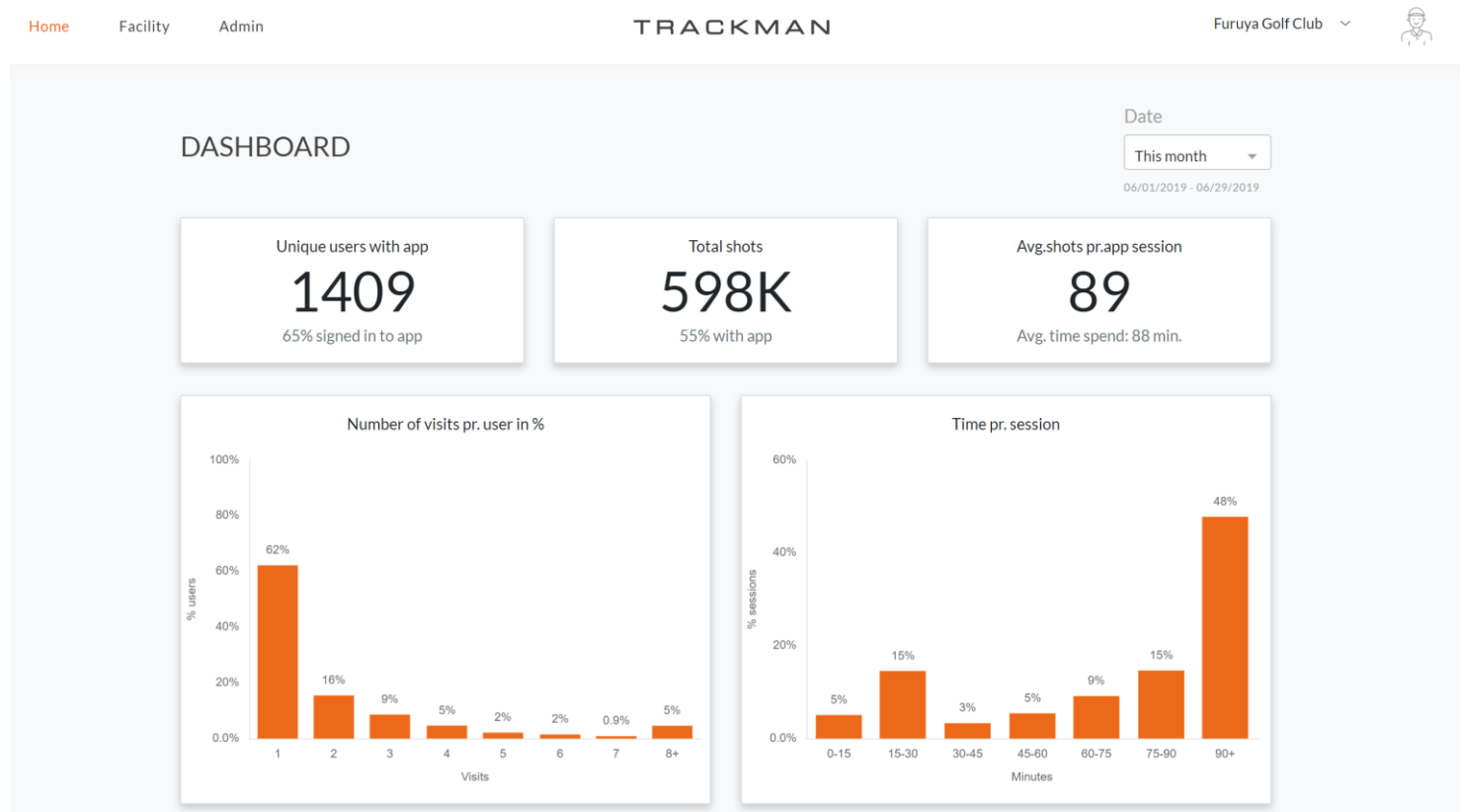
App notification

None



# Web platform

Supports your business growth!



## Key features

- Dashboard
- Sponsor logo
- Leaderboards
- Safety borders
- Membership

Many strong tools supporting the user experience at the range !

# Marketing and Management Handbook

## Launched in March 2020 !

RANGE MANAGEMENT & MARKETING HANDBOOK

TRACKMAN

## WELCOME TO TRACKMAN RANGE

FIND EVERYTHING YOU NEED TO ACTIVATE YOUR TRACKMAN RANGE SOLUTION, INCLUDING INSPIRATION AND INPUT TO FRESH IDEAS AND NEW INITIATIVES.

Your TrackMan Range solution opens the golf experience to beginners and experts alike, transforming every range user into a business asset. Players can focus on performance-based personal development, compete or just have fun with their friends.

**Generate More Opportunities**  
The benefits of a TrackMan Range solution include:

- More time spent on the range
- More balls hit on the range
- More interest from potential new members
- You become an attractive venue for events
- More sponsorship possibilities
- Increased consumption of food and beverages
- More business from club sales and lessons
- Increased retention of club members

**Got a Question? Contact Us!**  
If you have any questions about this book and its contents, please don't hesitate to reach out to your TrackMan Range sales representative or contact marketing at [mh@trackman.com](mailto:mh@trackman.com). We're here to help in any way we can.

The purpose of this handbook is to help you get the maximum number of players possible out onto your range for as long as possible, as often as possible. We have designed it to be clear and simple to work with, so that range owners and managers are confident about utilizing its contents. The book requires no previous marketing knowledge or skills. This means jobs can also easily be delegated to other members of staff, such as office juniors and other helpers.

2

## Objectives

- Show prospects all materials and tools that are available to drive a successful launch
- Help existing owners create awareness by providing concrete templates for emails, SOME etc.



# Marketing and Management Handbook

## Example: Social media

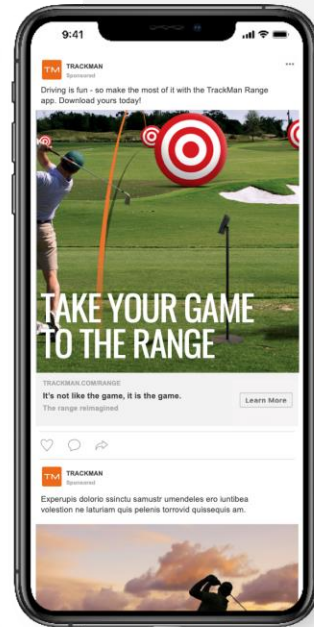
TRACKMAN

### SOCIAL MEDIA INSTAGRAM

INTEGRATED CAMPAIGN ELEMENTS TO HELP  
DRIVE AWARENESS AND ENGAGEMENT.

COPY:

Links to the category or product launch page.



# Marketing

Everything is available at MyTrackMan.com



## MARKETING TOOLBOX

Note:- TrackMan internal toolbox, please don't share any links from this page.

### RANGE



RANGE INTRO VIDEO



RANGE GAMES VIDEO



RANGE PRACTICE VIDEO



RANGE CASE VIDEO



RANGE CASE VIDEO



JPG



JPG



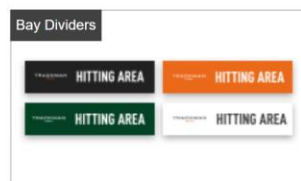
JPG



Brochure



Bay Device Stand Ads



Bay Dividers



Bay Numbers

### Existing

- Videos
- Images and short brochures
- Marketing & Management Handbook
- Media Kit

### To be developed

- Installation Project Guide
- More videos (pushed due to Covid19)
- New campaign for consumer app !