Black Mountain Golf Course

18 Hole Hurricane Recovery & 10 Year Plan with Course Updates/Improvements

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Black Mountain Golf Course

Town Council Briefing Sheet
Restoring Full 18-Hole Operations
March 9, 2026

Purpose

Provide a concise overview of the **funding required to restore full 18-hole operations** at the Black Mountain Golf Course and the **expected financial outlook** once operations resume.

Immediate Funding Request (2026)

To safely reopen and maintain all 18 holes, two primary investments are required:

Item	Estimated Cost
Bridge design, engineering, and construction	**$90,000 – $120,000***
Additional labor staff for fiscal year	**$45,000**

Total Funding Request: $135,000 - $165,000

*Bridge costs may be partially offset through **matching funding from the Buncombe County Tourism Development Authority (TDA) LIFT Program**.

Why This Investment Is Needed

- **Bridge repairs** are necessary to reconnect portions of the course and allow safe access for golf carts, maintenance equipment, and emergency vehicles.
- **Seasonal staffing** is required to properly mow and maintain all 18 holes during peak growing season.

Without these resources, maintaining a full 18-hole course at acceptable playing conditions is not feasible.

Five-Year Financial Outlook

Based on historical performance and current market demand for public golf in the region:

- Expected annual **operating profit:** approximately **$150,000**
- Profit estimate is **before major capital repairs or long-term maintenance projects**

Capital Maintenance Strategy

For the next 10 years:

- **All operating profits will be retained and reinvested into the course.**
- Funds will address **deferred maintenance and capital improvements** that accumulated over the past 30 years.
- This approach allows the course to gradually restore infrastructure **without requiring additional Town funding**.

Summary

A **one-time restart investment of $195,000** would allow the Black Mountain Golf Course to:

- Restore **full 18-hole operations**
- Operate as a **self-funded municipal asset**
- Generate revenue to address **long-deferred maintenance**
- Continue supporting **local recreation, tourism, and community use**

Bottom Line:
With modest restart funding, the golf course is expected to **be financially self-sustaining while reinvesting profits to restore and maintain this historic community asset.**

Course Background & Community Value

History

- Established 1929
- One of the most accessible public golf courses in Western North Carolina
- Serves residents of Black Mountain and Buncombe County

Community Impact

- Supports local tourism
- Provides affordable recreation
- Creates jobs
- Generates economic activity for restaurants, lodging, and retail

Economic Role

- Attracts regional golfers from Asheville and surrounding areas
- Supports golf tourism in Western North Carolina

Projected Golf Course Revenue with (Full Operation)

Estimated Annual Performance

Scenario	Annual Rounds	Revenue per Round	Estimated Annual Revenue
Conservative	22,000	$60	**$1,320,000**
Moderate	26,000	$60	**$1,560,000**
Optimistic	29,000	$60	**$1,740,000**

Economic Impact on Community

Golf courses drive **local tourism spending.**

Estimated visitor spending:

Category	Estimate
Hotels & lodging	$400K
Restaurants	$500K
Retail	$200K

Total local impact:
~$1.1M+ annually

Hurricane Damage Assessment

Course Infrastructure

- Fairway/Stream bank erosion
- Bunker washouts
- Greens damage
- Cart path damage
- Drainage system failure

Buildings & Equipment

- Clubhouse damage
- Maintenance building destroyed (Paid by state hurricane funds)
- Irrigation pump stations
- Bridges
- Equipment loss

Tree & Landscape Damage

- Downed trees
- Root instability

Estimated Renovation/Repair Costs

Category	Estimated Cost
Course cleanup & debris removal	$15,000 – $25,000
Tree removal & safety clearing	$15,000 – $25,000
Greens/Tees	$650,000 – $750,000
Fairways Reset	$50,000 – $100,000
Cart path repair	$200,000 – $300,000
Drainage improvements	$100,000 – $200,000
Bridge repairs	$85,000 – $150,000
Irrigation repairs	$75,000 – $125,000
Maintenance equipment replacement	$75,000 – $150,000

Estimated Total Renovation Costs over 10 years. Funded by revenue excess from full 18-hole operation.

$1,305,000 – $1,845,00

Strategic Improvements During Rebuild

Recovery provides an opportunity to strengthen the **long-term viability of the Black Mountain Golf Course**. For many years, routine maintenance and infrastructure upgrades have been deferred. At the same time, a nationwide surge in golf participation has increased the number of rounds played and overall use of the course. As a result, portions of the course turf and supporting infrastructure now require repair, restoration, and replacement to ensure the facility can continue to operate successfully for years to come.

Recommended Upgrades

- Modern drainage systems
- 5 greens rebuilt and all tee boxes rebuilt
- More durable cart paths
- Bunker redesign for lower maintenance
- Native grass areas to reduce mowing
- Updated irrigation efficiency
- Appropriate staffing

Additional Revenue Opportunities

Tournaments

- Corporate events
- Charity tournaments
- Senior leagues
- Retention programs

Estimated annual revenue:
$50,000

Operating Expenses

Category	Annual Cost
Staff wages	$540K
Course maintenance	$400-550K
Equipment	$150K
Utilities	$70K
Insurance	$50K
Admin & marketing	$50K

Total Estimated Operating Cost:
~$1.25M-1.40M

Projected Net Operating Result

Scenario	Revenue	Expenses	Net
Conservative	$1.37M	$1.25M	$120K
Moderate	$1.56M	$1.30M	$260K
Optimistic	$1.70M	$1.40M	$300K

Marketing Strategy

Key focus:

Regional Golfers

- Asheville
- Hendersonville
- Greenville SC

Tourism Market

- Visitors to Blue Ridge Mountains

Marketing Tactics

- Golf tourism partnerships
- Events and tournaments
- Online tee time platforms

Community Engagement

Programs that reinforce community value:

- Junior golf programs
- High school golf partnerships
- Senior leagues

Timeline

10-Year Course Improvement Timeline

Black Mountain Golf Course Infrastructure Plan

Year 1 – Drainage & Infrastructure Foundation

Goal: Fix the underlying issues that affect turf health.

Projects:

- Install **modern drainage systems** in problem fairways and low areas
- Begin **irrigation system efficiency upgrades**
- Identify bunker redesign areas
- Begin planning and design work for greens rebuilding
- Cart path spot fixes
- Purchase necessary equipment (reel grinder, soil reliever)

Outcome:

- Healthier turf conditions
- Reduced washouts and wet areas
- Lower long-term maintenance costs

Year 2 – Greens Reconstruction

Goal: Improve playing surfaces and long-term turf performance.

Projects:

- **Rebuild 9 green**
- Begin **tee box reconstruction on front 9**
- Continue **irrigation efficiency improvements**
- Begin converting select rough areas to **native grass**

Outcome:

- Improved putting surfaces
- Reduced irrigation demand
- Lower mowing costs

Year 3 – Greens Reconstruction Cont.

Goal: Continue turf modernization.

Projects:

- **Rebuild 6 green**
- Complete **remaining tee box reconstruction**
- Expand **native grass areas**
- Begin **bunker redesign for lower maintenance**

Outcome:

- Modernized playing surfaces
- Improved aesthetics
- Reduced labor costs

Year 4 – Cart Path Modernization

Goal: Improve durability and reduce erosion.

Projects:

- Replace **cart paths in most critical areas**
- Complete **bunker redesign**
- Expand **native grass areas where appropriate**
- Complete **irrigation updates**

Outcome:

- Reduced maintenance and erosion
- Improved golfer experience
- Lower long-term repair costs

Year 5 – Greens Reconstruction Cont.

Goal: Continue turf modernization

Projects:

- **Rebuild 8 green**
- Expand **native grass conversion**
- Landscape improvements and finishing work

Outcome:

- Lower water use
- Reduced mowing
- Modernize playing surface

Year 6 – Greens Reconstruction Cont.

Goal: Continue turf modernization

Projects:

- **Rebuild 5 green**
- Expand **native grass conversion**
- Landscape improvements and finishing work
- **Equipment lease/purchase option comes due**

Outcome:

- Lower water use
- Reduced mowing
- Modernize playing surface

Year 7 – Cart Path Repair Complete

Goal: Bring course closer to final level of restoration

Projects:

- Finish **cart path repairs**
- Landscape improvements and finishing work

Outcome:

- Improve player experience
- Modernize cart path surface

Year 8 and 9 – Course Aesthetic Upgrades

Goal: Improve player experience and facility investment

Projects:

- Upgrade **on course bathroom facilities**
- Landscape improvements and finishing work
- Replace **non lease equipment**

Outcome:

- Value added to the customer
- Frequent used facility update
- Keep up with owned equipment needs

Year 10 – Greens Rebuild Cont.

Goal: Continue turf modernization

Projects:

- Rebuild **Green that most needs update at this point**
- Continue good cultural practices
- Evaluate staffing needs

Outcome:

- Modernize playing surfaces
- Keep turf health in the forefront
- Make sure staffing levels are meeting current needs

Expected Long-Term Benefits

Operational

- Lower maintenance labor
- Reduced water usage
- Improved drainage and turf health

Financial

- Lower annual maintenance costs
- Higher golfer satisfaction
- Stronger tourism draw

Environmental

- Less water use
- Reduced fertilizer needs
- More naturalized landscape areas

Typical Municipal Golf Course Staffing Structure

Leadership Level

General Manager/Director	**$70k - $100k**
Head Pro/Golf Manager (FT)	**$60K – $90K**
Superintendent (FT)	**$60K - $120K**
Assistant Superintendent	**$45K - $65K**

Course Maintenance Staff

Mechanic (FT)	**$50k - $70k**
Irrigation Tech (FT)	**$18 - $25/hr**
Seasonal Grounds Crew	**$15 - $22/hr**

Golf Operations/Pro Shop

Pro Shop Manager	**$45k - $70k**
Pro Shop Attendant	**$15 - $20/hr**
Assistant	**$20 - $30/hr**
Starter/Ranger	**$14 - $19/hr**
Cart Attendant	**$12 - $16/hr**

***(FT) Full time must add additional 45% for municipal benefits. Highlighted are budgeted.**

Ten-year Reinvestment Plan

Project / Year	1	2	3	4	5	6	7	8	9	10
Drainage Systems	■	■								
Irrigation	■	■	■	■						
Greens Rebuild		■	■		■	■				■
Tee Boxes		■	■							
Cart Paths	■			■			■			
Bunker Redesign			■	■						
Native Grass		■	■	■	■	■				
Equipment Cycle	■					■			■	
Landscape / Aesthetic							■	■		
Maintenance Cycle						■	■	■	■	■