



Ken McDonald Golf Course Clubhouse Improvements Public Input Summary April 2024

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I. Background

The city was seeking feedback during a second round of input on a site plan for the clubhouse at Ken McDonald Golf Course. The proposed site map and concepts were revised based on feedback from the first round of public input. Plans include a brand-new clubhouse building, parking improvements and updates to the adjacent practice areas. This project is jointly funded by the City of Tempe and CourseCo, which currently operates and maintains the course through a long-term public-private partnership.

Two public meetings were held for the Ken McDonald Golf Course Clubhouse Improvements on April 15, 2024:

- From 12 p.m. to 1 p.m. on Zoom with 34 participants. The recorded video online has had 130 views and can be found [here](#).
- From 6 p.m. to 7 p.m. at the Tempe Public Library, 3500 S. Rural Road with 16 participants

A meeting for adjacent neighbors was also held on Wednesday, April 17 at noon and had two attendees. Additionally, a survey was available online at tempe.gov/Forum from April 15 - 29, 2024. This survey received a total of 137 visitors and 84 responses.

II. Outreach

Several methods were used to provide information to the public and stakeholders regarding the project, meeting and opportunities for input.

Direct Mailer

A direct mailer was sent to residents near Ken McDonald Golf Course. The boundaries were Southshore Drive to the North, Elliot Road to the south, Kyrene Road to the east, and Lakeshore Drive to the west. The direct mailer included a brief overview of the project and details on how to attend the public meeting and provide comments.

An additional mailer was sent to residents directly adjacent to the clubhouse

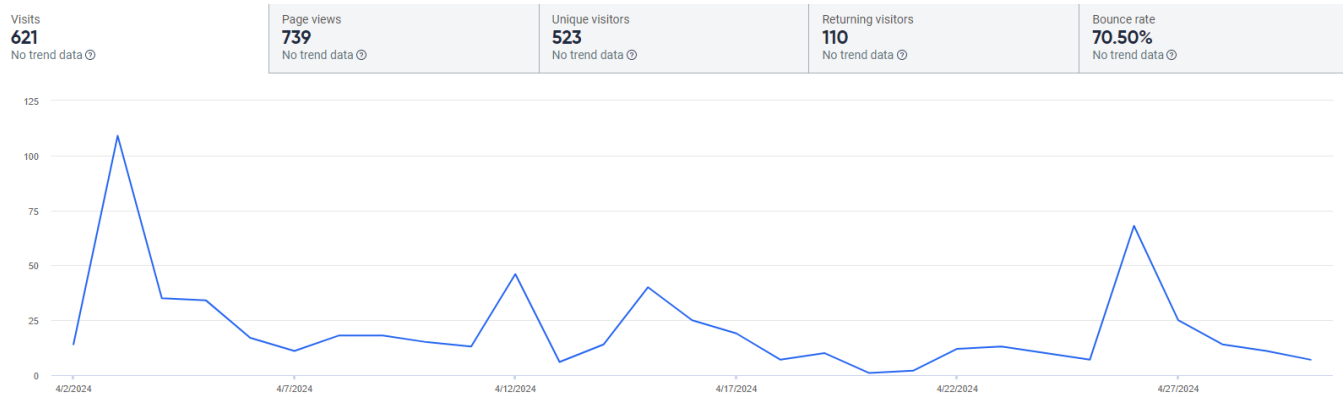
Emails

A notification email was sent to Tempe Forum subscribers, neighborhood contacts, relevant Boards and Commissions and previous participants in relevant project outreach inviting them to attend the meeting or to comment online.

Project Webpage

The project [web page](#) was updated continuously and included information about the project, the date and access information for the public meeting and online comment information. From April 2-30, the website had 739 views.

- /clubhouse page from April 2-April 30, 2024
 - Total pageviews: 739
 - Top Sources:
 - Direct
 - Tempe Forum
 - Instagram
 - Email blasts
 - Google
 - Spikes:
 - 4/3/24 – Public input announcement
 - 4/26/24 – Survey reminder



Social Media, Eblasts and Press Release



City of Tempe page

- 4/5/24 – [Public input announcement](#)
 - Reach: 1,915
 - Engagements: 119
 - Link clicks: 2
- 4/26/24 – [Survey reminder](#)
 - Reach: 1,071
 - Engagements: 41
 - Link clicks: 34

Tempe Parks & Rec page

- 4/13/24 – [Public input announcement](#)
 - Reach: 406
 - Engagements: 9
 - Link clicks: 1



- 4/5/24 – [Public input announcement](#)
 - Impressions: 1,293
 - Engagements: 9
 - Link clicks: 3
- 4/26/24 – [Survey reminder](#)
 - Impressions: 605
 - Engagements: 20
 - Link clicks: 9



City of Tempe Page

- 4/5/24 – Instagram post – [Public input announcement](#)
 - Reach: 1,537
 - Engagements: 48
 - Link clicks: 4
- 4/5/24 – Instagram story – Public input announcement
 - Reach: 320
 - Engagements: 6
 - Link clicks: 1
- 4/10/24 – Instagram story – Meeting reminder
 - Reach: 279
 - Engagements: 2
 - Link clicks: 0
- 4/25/24 – Instagram story – Survey reminder
 - Reach: 272
 - Engagements: 10
 - Link clicks: 3

Tempe Parks & Rec Page

- 4/13/24 – Instagram post – [Public input announcement](#)
 - Reach: 373
 - Engagements: 30
 - Link clicks: 3



- 4/4/24 – Public input announcement
 - Impressions: 2,134
 - Engagements: 4
- 4/10/24 – Meeting reminder
 - Impressions: 2,067
 - Engagements: 1
- 4/25/24 – Meeting reminder
 - Impressions: 1,571
 - Engagements: 0

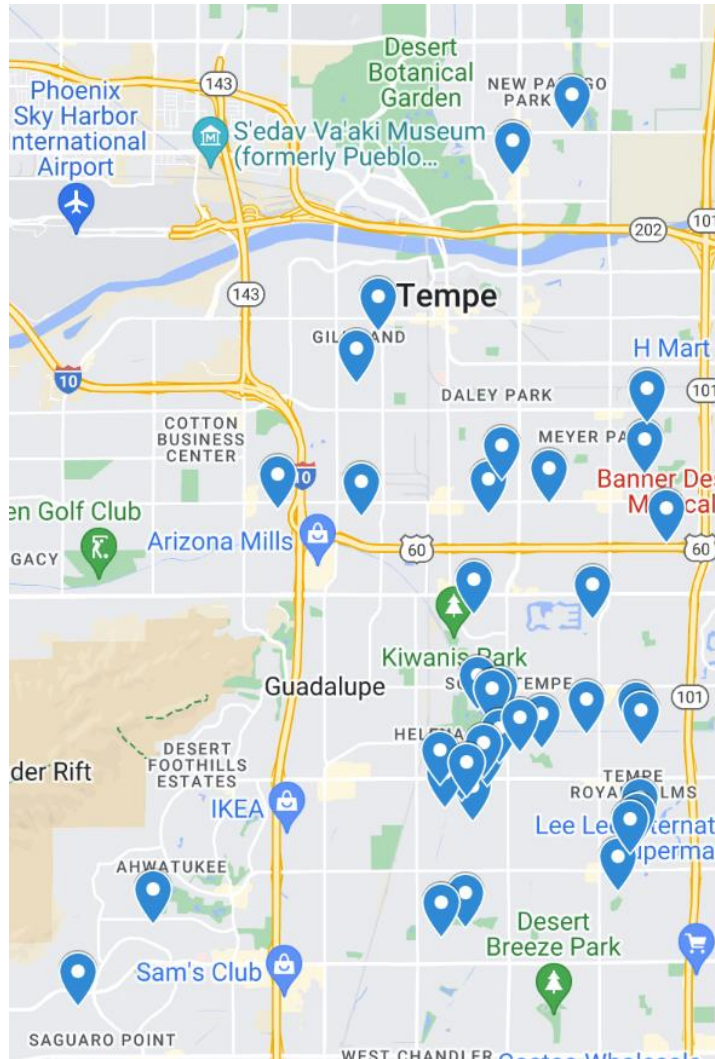


- 4/3/24 – [Public outreach announcement](#)
 - 6,862 emails sent, 37.3% open rate, 5.6% click rate, 216 clicks
- 4/8/24 – [Tempe This Week](#)
 - 9,044 emails sent, 37% open rate, 10.1% click rate, 20 clicks on link
- 4/12/24 – [Public meeting reminder](#)
 - 6,840 emails sent, 33.2% open rate, 3.5% click rate, 161 clicks
- 4/22/24 – [Tempe This Week](#)
 - 9,143 emails sent, 35.2% open rate, 14.2% click rate, 63 clicks on link
- 4/26/24 – [Survey reminder](#)
 - 6,866 emails sent, 32.4% open rate, 6.6% click rate, 251 clicks

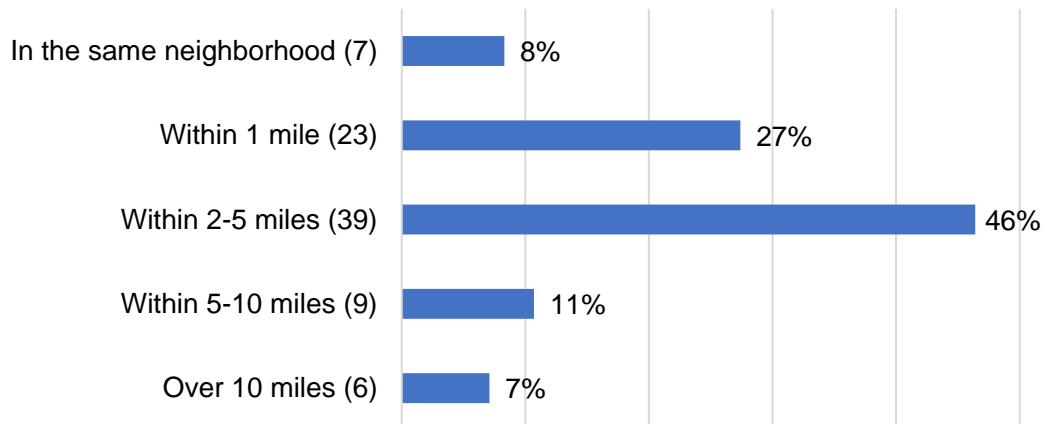
III. Survey Results

The survey was available online at tempe.gov/Forum from April 15-29, 2024 to gather input for the Ken McDonald Golf Course Clubhouse Improvements.

41 respondents provided an address with approximately 90% in Tempe.

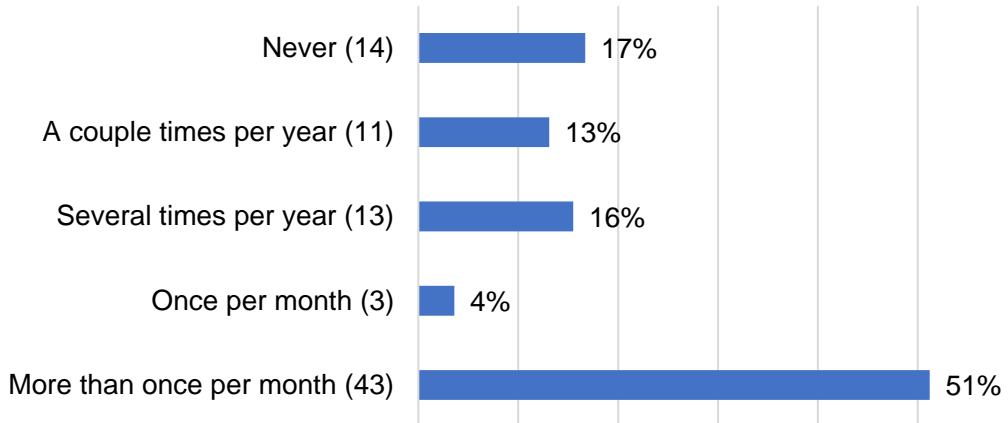


1. How far do you live from Ken McDonald Golf Course?



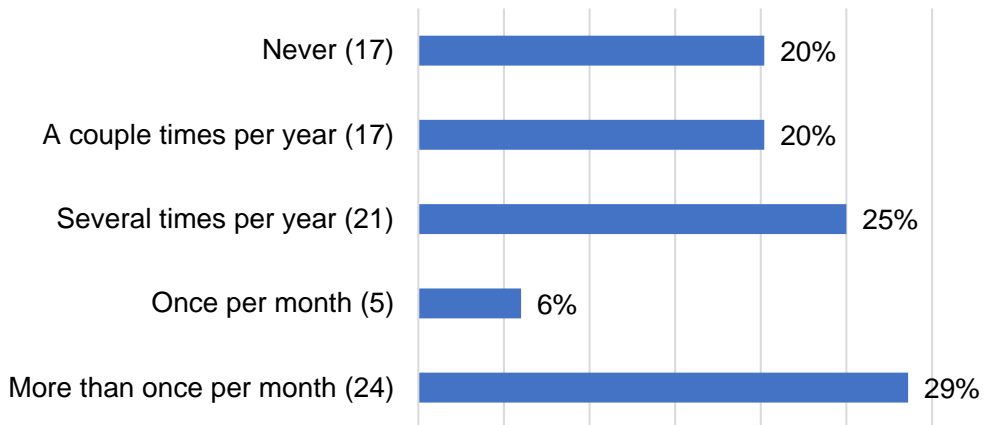
Responses: 84

2. Overall, how often do you play golf?



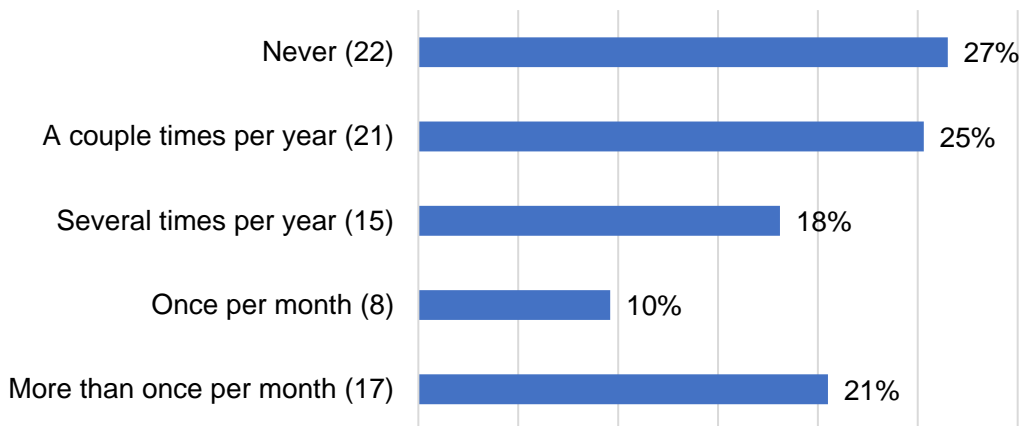
Responses: 84

3. How often do you play golf at Ken McDonald Golf Course?



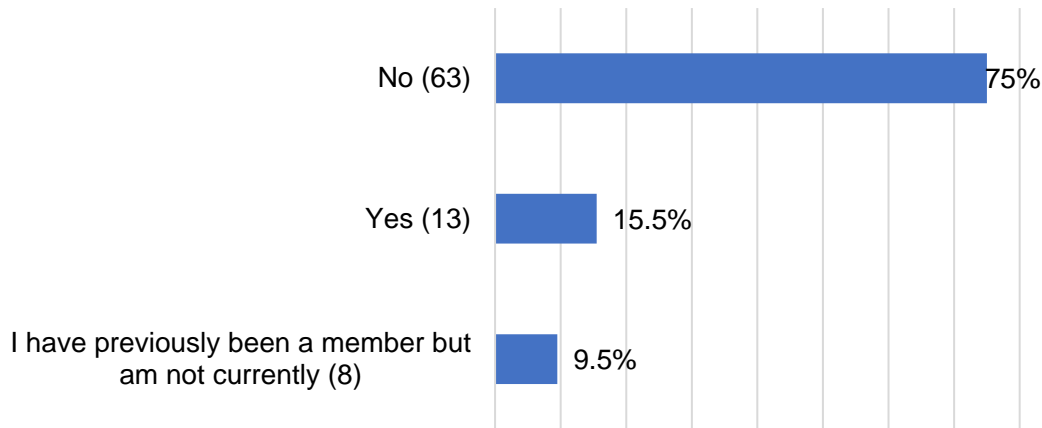
Responses: 84

4. How often do you use the driving range at Ken McDonald Golf Course?



Responses: 83

5. Do you belong to a Ken McDonald association or league?



Responses: 84

This project will build a new clubhouse and increase the parking adjacent to the clubhouse. When funds allow, Phase 2 of the project will add a community meeting room/banquet pavilion. Past studies have identified significant repairs needed for the existing building. Past surveys of the community indicate a desire for an expanded and improved restaurant, updated pro shop and improved parking access.

The project is jointly funded by CourseCo and City of Tempe. In order to minimize disruption to operations and to remain within budget, the new clubhouse will not be located on the footprint of the current clubhouse. This allows the existing clubhouse to remain operational during construction.

A public survey of initial site concepts from February 28 – March 20 had over 140 responses and resulted in some key takeaways:

- Overall support of clubhouse concept and minor relocation
- Significant support for additional parking near the clubhouse
- Support for consolidated west side practice area
- Significant desire to keep east side practice green
- Importance of buffering neighbors from increased clubhouse parking

Based on this feedback, the site plan has been revised. Please review the Site Plan and note the following revisions from the first site plan:

- A majority of the existing chipping green is retained.
- In order to allow room for the chipping green, the previous East and West parking lots have been consolidated into one parking lot with 96 spaces.
- Residences are buffered from the increased clubhouse parking by the chipping green and an enhanced landscape buffer.



6. Please provide comments on the revised site concept.

1. Appreciate you adding the chipping green back in, that was my main concern after seeing initial drafts. I talked to a small group of friends who have all golfed at Kenny Mac together over the years and parking was the main advantage they saw but all agreed the clubhouse is long overdue for an upgrade. I wasn't aware of these changes and either were they, we are excited though and probably will play the course more as a result once done. Do very much agree that the course in general needs some improvements - bunkers are a big one and other minor areas that could be improved upon with minimal effort and a low cost as a temporary fix is appreciated, especially while this project is being undertaken and likely to cause some folks to avoid playing the course.
2. Charles Schwab golf is the closest I've been thank you
3. Concerned about increased car traffic across canal and subsequently crossing the multi-use path. I'm a cyclist as well as a golfer and have seen plenty of close calls. Could we add higher visibility warning signs (in ALL directions!)? And maybe some of that bright green sparkly paint (like they use in bike lanes on streets) on the pavement at the intersections?
4. Don't understand the rationale for the additional cart paths around the western practice areas, just taking up more space that could be used to expand the putting greens and adding more heat absorbing concrete. Don't see any response to the concern for maintaining current #18 as a par 4 and #1 handicap hole, appears there is space to do that, could be a much more interesting hole with a little imagination? Disappointed the focus seems to be solely on "a new clubhouse" without analyzing the broader issues of how the whole golf course property functions and fits together. The current routing of the holes is ridiculous, it's like adding two more par 4 holes to walk, and adding at least ten minutes of unnecessary time to a round of golf for walkers.
5. Ensure plans include moving the 18th hold tee box way back to maintain the difficulty of the hole.

6. I am relieved to see the chipping area included in this revision.
7. I am sure people who play golf in Tempe would love this, however I feel like golf is something that doesn't need to be subsidized by the taxpayers. I don't understand why public tax revenue should be used to pay for golf. This city should focus on development and a golf course with a new fancy building and a larger parking lot is just a bad use of funds and space. If people really want to play golf that badly they can go to Scottsdale or Chandler, but it is just not something we should be focusing on here when the city has so many larger problems.
8. I approve of the plans for the new clubhouse, parking and buffering for my neighbors to the east. My house is on the north side of the course and my confusion is regarding the hole directly behind me. It used to be the 18th, then it became the ninth and now I'm totally unclear as to what's going on with it! While I'm no longer able to golf. I do have visitors several times during the year that play Ken McDonald. I also plan to be using the golf clubhouse myself with some frequency. I love living on the golf course and look forward to improvements you'll be making to the course itself.
9. I feel like this is a missed opportunity to create more community space in south Tempe. It would be very useful for this building to have an indoor public meeting room space, where the city and/or community groups can hold meetings. There is the upstairs of the Kiwanis Rec Center, but it has access issues. There is the meeting room in the Chandler Sunset Library, but it's always full. If there was a space adjacent to the restaurant eating area, where large groups could meet/eat or just meet, that would be useful. I wish this would have been redesigned to add some additional community gathering spot elements, instead of it being a rebuild of what's already there. Please put some speed bumps (speed calming) on both the driveway where it crosses and Western Canal Path, as well as the cart path where it crosses the Western Canal Path
10. I like all of the original plans and revisions and am very excited for this project to begin! Our family will definitely use the restaurant and lawn area even if we're not golfing.
11. I like this although it does limit the parking near the clubhouse. I wonder if it might not be better to take a part of the lot near the Tempe Y and make that the chipping area. Since more parking would then be available for restaurant and golf closer.
12. I think it is a great plan.
13. I would like to preserve the old club house
14. I'd much prefer the chipping green be located with the other practice facilities (putting, driving range). Having to carry a bag that far has always been a large annoyance/deterrent to using it. Seems like the driving range could be modified some, clubhouse and/or parking shifted a little east, to make space for the pitching green on the west side instead of isolated on the east. The design for the chipping green also does not include a sand trap. Will that be included in the final design? I still don't like that the south parking area is being ignored and not reconfigured. The entry road should go straight from the street to the canal overcross without having that weird alignment and narrow parking lane as the main entrance. Also, speed bumps or other pedestrian/bike safety measures should be added around the crossover. Too many close calls with both cars/golf carts, and the multipurpose path users with current setup.
15. In general, I do not believe golf courses are a good use of water. Also in general the city needs more native plant areas instead of so much grass in parks. Perhaps a couple of golf courses could be justified if the park areas would shrink the grass areas in favor of more plants that support and increase the carrying capacity of the Sonoran Desert life such as greater varieties native bird species.

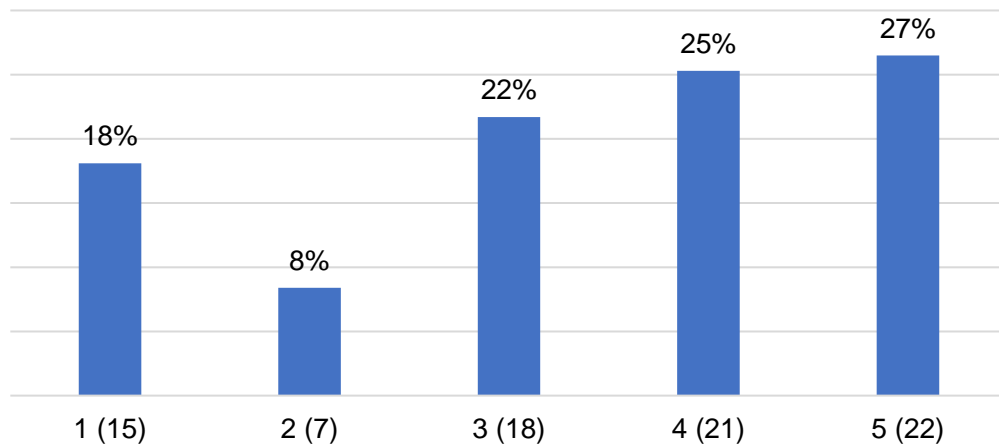
16. Is it fair to say that the tee box for number 18 will also be moved back since the green is being moved back and will otherwise shorten the hole? Will the routing of all of the holes be changed back to its original routing?
17. It seems fine.
18. It's pretty awful that you're focused on a project for a golf course when there are lines underneath the ground that need to be updated and repaired. Our water way infrastructure is crumbling and the communities would appreciate fiber optic internet lines over a dinky golf course where mostly only old men use. It's not "for the community." It's a waste of money taken away from more productive and beneficial things.
19. Keep our chipping green by bridge and canal
20. Looks good, everyone should be happy with it
21. Looks good. Currently there is a lot of wasted space.
22. Looks great! I am just not in love with the yellow color chosen. Please keep the prices affordable for us who are on a tight budget to enjoy our Tempe course.
23. Looks great An update was much needed.
24. Looks great and much needed. It's most important to retain the affordability for our Tempe community.
25. Looks wonderful. A lighted practice green would be a game changer.
26. No comments
27. Parking has always been an issue to that is a good plan. An issue is the outside seating that faces west and for 6 months of the year it will be brutal - even with a misting system as the sun is very bright!
28. Please move pavilion and lawn area to East side of clubhouse. This will reduce noise for neighbors.
29. Please move pavilion to east side of clubhouse away from residential housing. This will keep noise further away from residents with the lawn and pavilion on the east side of the club house.
30. Seems practical. I agree that east side practice green needs to be retained.
31. Terrible waste of green space. What happens to all of the existing parking spaces south of the canal?
32. Thank you for incorporating previous comments/recommendations into this second site concept design. It seems to be a workable design.
33. Thanks for keeping the east chipping green. This is a major perk of this course.
34. The golf course is right next to a busy cycling and running path along the canal. It might be good to add a bicycle rack at the club house not only for the path users but for the customers that might arrive by bike. Many of the path users today will come over to the club house to use the bathrooms or to get water.
35. The new plans don't do a thing to improve playing golf at the course. Why don't you spend that money fixing the sand traps, which are terrible. How about putting ball washers on every hole. Why not more benches to sit on when play is slow. And it would be great to have nice grass around all the greens instead of chipping out of weeds and dirt. These suggestions would probably increase play at your course more than a new club house. I never heard one golfer say that they are playing a certain course due to the club house.
36. This course layout should remain the same and remain a golf course ONLY property. Allow only golf play and increase golf play with junior play to increase interest in future golf. Have a staff with knowledge of golf.
37. This is a waste of space and water.
38. We are homeowners at and our backyard faces the golf course. We do not want the patio/deck and the lawn placed on the North end of the new clubhouse because the noise from customers will interrupt our currently quiet situation on a regular basis. We will be less

than 50 feet away from the proposed patio and lawn area and the noise will travel quite easily to our home. Can you please move the lawn and the patio to the West side of the proposed Clubhouse? Thanks

- 39. We currently consider Kenny Mac our "home" golf course and look forward to the improvements! They seem designed with golf at the forefront while at the same time encouraging additional community attractions. We felt that Rolling Hills was basically blown up and redesigned as a family/community center with golf taking a backseat and are appreciative that Ken McDonald is maintaining a golf focus.
- 40. What is the parking lot going to be made of? Has a permeable surface been investigated? And are there efforts to reduce the increased heat island effect caused from a larger parking lot? I'm happy to see the updated parking lot design which is smaller than the original.
- 41. While I'm not a golfer, I would still like to see investment in its future

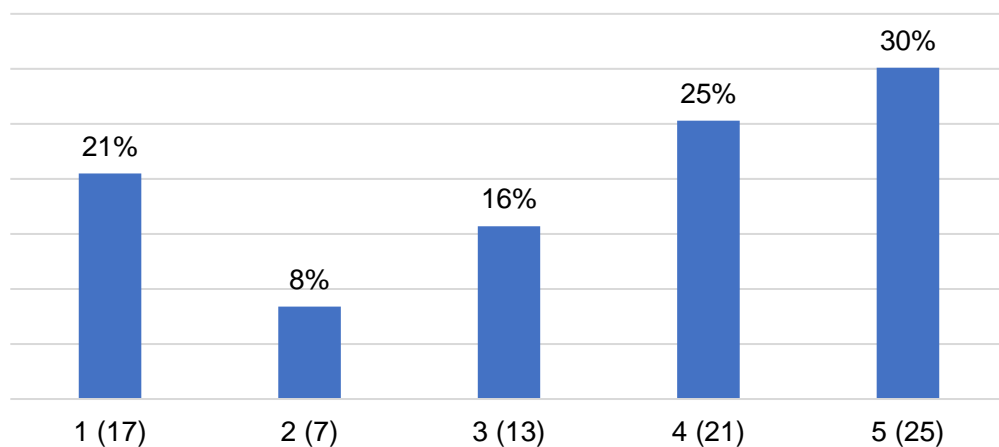
7. With the proposed site concept, how likely are you or members of your family to: (1 not likely, 5 very likely)?

a. Increase your visits to Ken McDonald to play golf?



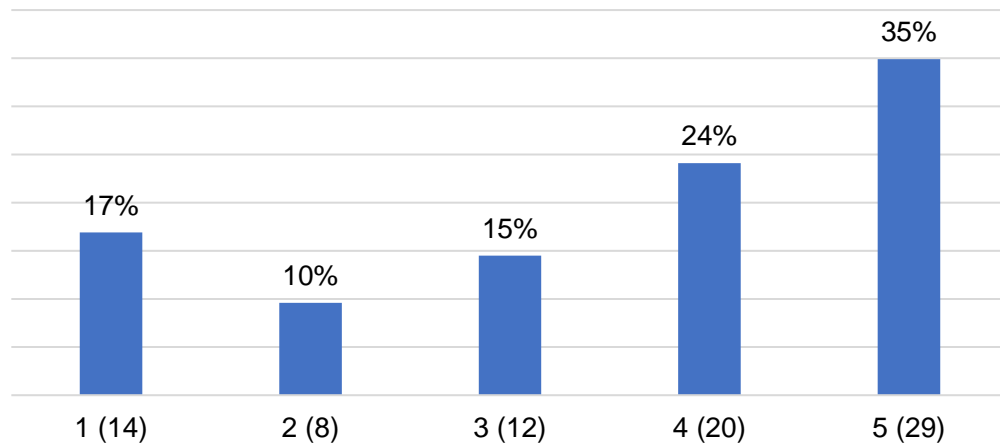
Responses: 83

b. Increase your visits to Ken McDonald to use the driving range, putting and chipping greens?



Responses: 83

c. Increase your visits to Ken McDonald for the restaurant/event lawn?



Responses: 83

8. Do you have any additional comments regarding the Ken McDonald Golf Course Clubhouse?

1. A great opportunity to grow the club house, restaurant for this non golfers. It's still most important to NOT put the cost burden on our temple golf community. Let's keep this a community course. Not like rolling hills.
2. Can't wait till it's finished!
3. Do things that actually benefit the community. This whole thing is a farce to just have a better golf course.
4. Do you have any additional comments regarding the Ken McDonald Golf Course Clubhouse?
5. Have it provide service to golfers.
6. Hopefully, some dietary options for Celiac will be considered in the new restaurant as well.
7. I also would recommend a sidewalk from the other parking lot (YMCA) across the bridge to the side where the clubhouse is. The current situation is dangerous and I have been almost hit by a car walking on more than one occasion.
8. I think the plans look wonderful for the clubhouse and surrounding area. I would like to see a better map of the proposed layout for the adjacent holes to the north and east.
9. I believe that any and all improvements should be paid for by greens fees and other revenue generated by the course, not by taxpayer dollars especially in this time of rampant inflation.
10. I feel like this is a missed opportunity to create more community space in south Tempe. It would be very useful for this building to have an indoor public meeting room space, where the city and/or community groups can hold meetings. A nearby meeting room option is the upstairs of the Kiwanis Rec Center, but it has access issues. Another is the meeting room in the Chandler Sunset Library, but it's always full. If there was a space adjacent to the restaurant eating area, where large groups could meet/eat or just meet, that would be useful.
11. I had to select "Never" when being asked if I played there. I did play a few times in the 1980s. Probably not going to pick up clubs again, however.
12. I know some people will benefit from this form of exercise but I am not in favor of it for the reasons given above.
13. I would like to preserve the old club house

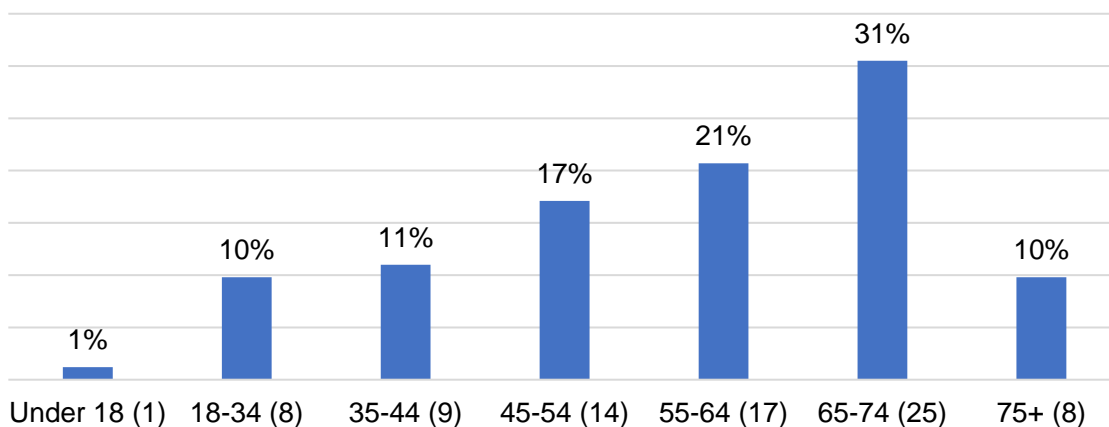
14. Keep rates low, especially for Tempe residents please... perhaps a stamp card with heavy discounts? exclusive membership for those who live in the older homes surrounding the course...?
15. Ken McDonald is dated and not sure the new consolidated parking will be a good idea if the event center is at capacity too - but glad to see something being done with the rundown facility.
16. Local golf course for the residents is important and key. Can residents of Tempe have a deal for practice area services or clubhouse services? Even if it's a dollar off when showing a Driver's License with a Tempe address may help keep locals using this revamped City course.
17. Long overdue for an update
18. Need a club pro who can run pro shop . Restaurants, Support men, seniors and ladies clubs. And other leagues with out cusing doing it. Someone approachable
19. Never able to get a morning tee time at this course inspite of being a resident and live close to course. Too many morning leagues, make them play later on some days. I'd love to play at KM but just can't get tee times!! Really sad!! I pay taxes to support it too by the way. So I may go over for lunch or to meet friends but golf seems to be impossible.
20. Nice work!
21. No first time I've ever heard of this golf course
22. Noise concerns with pavilion and lawn near to housing
23. One of the keys to succeeding would be making the restaurant/event lawn area desirable to more than just the golf community. Think of what ASU has done to the Papago course.
24. Please keep rates reasonable. The cost of playing golf is becoming unaffordable for many people.
25. Please keep this course affordable. Rolling hills green fees have sky rocketed after the remodels.
26. Please move Pavilion and lawn area to East side of clubhouse to reduce noise impact to neighbors.
27. Sand traps need to have sand in them. Tee boxes need to be leveled.
28. Spread out the tee times
29. Thank you for continuing to improve our city
30. The features of the current clubhouse that we value most are the views from the dining area and the outdoor seating space.
31. The Ken McDonald clubhouse is one of the best kept secrets in the city. How are you going to market it to increase traffic?
32. The noise factor must be addressed. Currently, few use inside voices and it gets so loud some of the folks with hearing aids do not come into the restaurant. Sometimes wait staff struggles to hear us place an order. Please consider adding more toilets and as male friends suggest - more urinals. I love the current breezeway which is a nice shady place to wait for a tee time or for the rain to stop. PLEASE consider a more natural look and not paint it yellow! The Grille is only operating until 4pm; consequently many of us who play in the afternoon go elsewhere to have something to eat or drink. Last week about 20 of us went to Boston's. If our first tee time for 9 holes is at 2pm we do not typically finish in time to have a sandwich or anything to eat. Yes, beverages or fried appetizers are available. Will hours be any longer after the remodel?
33. This land could be better utilized to benefit more people.
34. This venue could become a "go to" venue for local residents if the restaurant had an evening full menu with upscale entrees.

35. What is the plan for the lawn area? I'm strongly against artificial turf as the health consequences of using toxic materials like PFAS for a place that small children will play is a non-starter. Have you considered a draught tolerant ground cover like Kurapia? Why is there no place for art? Seems that a public building like this could have a space for a local artist to create a cool mural(s) that represents Tempe and the golf community. If the walls are just concrete, instead of all yellow the design could include some places to get the local art scene included. Will there be any electric vehicle parking stalls included?
36. Will the routing of all of the holes be changed back to its original routing? Will you be putting any sand in the existing sand traps since they are basically dirt with a little sand mixed in as they are now?
37. Work on the course first as promised by new management. This is a terrible idea. The food and service are terrible. Fix the problem before we spend more money hoping to improve it. People don't eat or drink there after their round because the service, food, and pricing is terrible.
38. Yes change the holes 17 ,18 to be closer to parking if the new parking lot address this then great. This is the he biggest drawback of coarse.
39. Yes, please protect the various memorial trees that have been planted at the golf course in this new project. They have emotional attachment, locations were selected by the city for actual placement with approval from the people purchasing the memorial trees. There was quite a monetary investment in each of these trees as well, so it is imperative that these trees be protected throughout the project and going forward.
40. Yes, thank you for this opportunity to comment. I would encourage that the 96 additional parking spaces be covered with solar panels similarly to the existing parking West of the YMCA. The additional up front costs can be partially recovered over the long term and the golfers would appreciate the shaded parking in the summer.

IV. Demographics

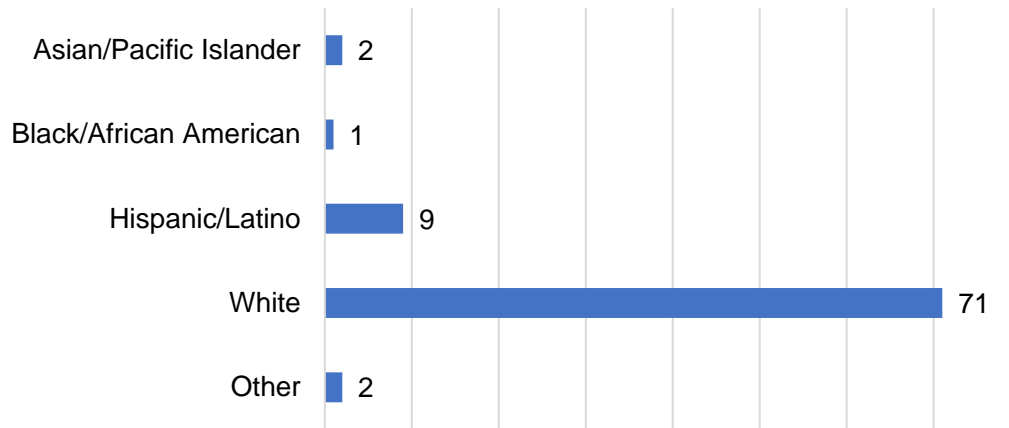
The City of Tempe wants to better understand how well it is serving community members. Collecting demographic data allows the city to effectively plan and distribute its programs and investments. The collection of data provides a more precise picture of current Tempe residents and businesses. Providing this information is highly encouraged and helpful to the city, but it is not mandatory.

Age:



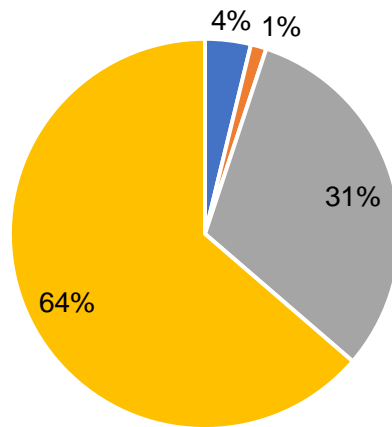
Responses: 82

Race: Select all that apply



Responses: 80

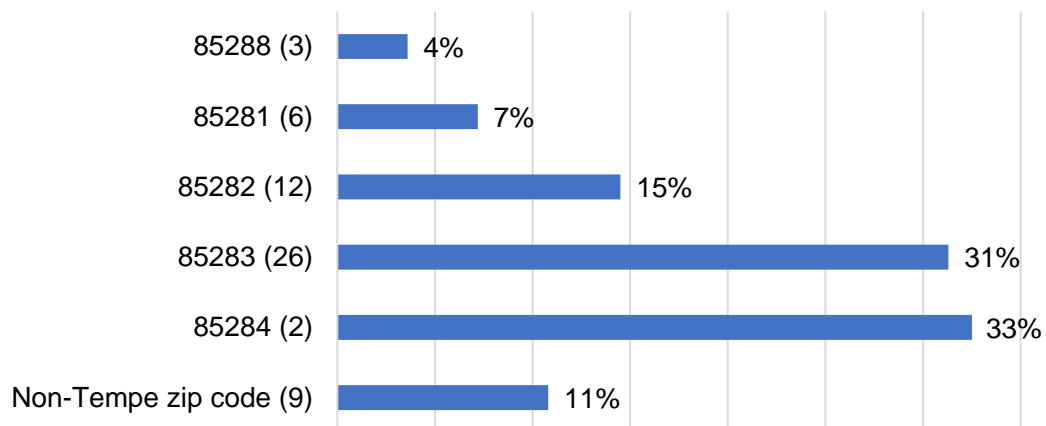
Gender:



■ Prefer not to answer (3) ■ Non-conforming (1) ■ Female (25) ■ Male (51)

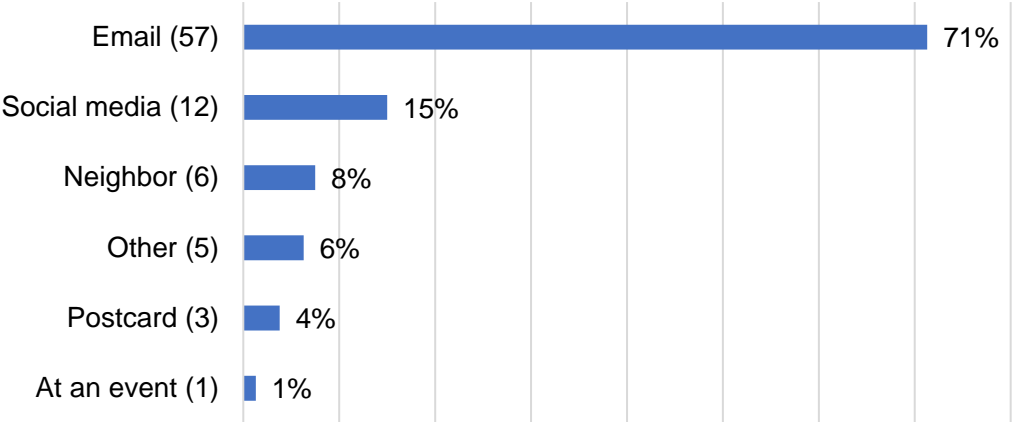
Responses: 80

Zip code



Responses: 58

How did you hear about this survey? Check all that apply



- Other - at golf course
- Other - Brother
- Other - City of Tempe email distribution
- Other - Golf league
- Other - Signage & info at the course, social media, Tempe Today

Responses: 84