… the best of the best of the Northwest.

WALLA WALLA CITY COUNCIL
Work Session Agenda
September 8, 2026 - 4:00 p.m.

Members of the public are invited to view the live video stream of the electronic meeting from the City's website at https://www.wallawallawa.gov/government/city-council, may attend by clicking here: https://us02web.zoom.us/j/87693759704 or may listen to the meeting by calling 253-215-8782 and entering meeting ID 876 9375 9704#.
Individuals who need auxiliary aids for effective communication are encouraged to make their needs and preferences known by contacting the Human Resources Department at 509-527-4475.
Mission: Dedicated to enhancing the quality of life in Walla Walla.

1. CALL TO ORDER

2. ACTIVE AGENDA

A. Fort Walla Walla Park Disc Golf Clubhouse Proposal

3. OTHER BUSINESS

4. MEETING ENDS

Values: Service, Integrity, Collaboration, Equity, Leadership, and Community

The City of Walla Walla complies with Title VI, ADA, and other applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, religion, veteran status, sexual orientation, gender identity, or sex.

ar-6012 **2. A.**

City Council - Work Session

Meeting Date: 09/08/2026

Item Title: Disc Golf Clubhouse Proposal

Submitted For: Andy Coleman, Parks and Recreation, Parks Administration

Add'l Contributors:

Project No: **Funding/BARS No.:**

Financial Comments:

Presentation by Fort Walla Walla Disc Golf Club regarding converting the former caretaker's house at Fort Walla Walla Park into a clubhouse.

Information

HISTORY:

Presentation by Fort Walla Walla Disc Golf Club regarding converting the former caretaker's house at Fort Walla Walla Park into a clubhouse. The Fort Walla Walla Disc Golf Club proposes to operate a small retail disc golf and dog park shop within the former caretaker's house. The proposal would be in exchange for remodeling and maintaining the building, the city would not charge a monthly lease. Attached is their proposal/presentation.

CITY MANAGER COMMENTS:

Approved for work session discusion.

Attachments

Proposal/Presentation

Fort Walla Walla Clubhouse Proposal

Fort Walla Walla Disc Golf Club

Nonprofit EIN 91-2158776

September 3, 2026

Presentation Agenda

1. **Introductions**
2. **The History and Growth of Disc Golf in Walla Walla**
3. **A Currently Underutilized City Asset**
4. **The Vision**
5. **The Plan**
6. **Conclusion**
7. **Q&A**

Introductions:

Fort Walla Walla Disc Golf Club

WA Nonprofit Corporation – EIN 91-2158776

Formation Date: 10/01/2001

Club Member Demographics: FWWDGC welcomes experienced and new players alike from any and all backgrounds and seeks to create a positive and welcoming environment for all to enjoy. The multiple course layouts at Fort Walla Walla are played daily by adults, juniors, families, and seniors, both male and female alike.

Board Member Demographics: The FWWDGC Board is comprised of local individuals from a variety of professional backgrounds, including Optometry, Behavioral Health, Business, Real Estate, Construction, Education and Athletics. Web Development, Veteran Affairs, and more. We are brought together by a shared passion for growing the sport and community of disc golf in the Walla Walla valley.

Today's Presenters:

Will Banning, Board Member

Ryan McKown, Board President

Fort Walla Walla Disc Golf

Walla Walla, Washington • Established 2001

UDisc Impact Report • 2025

What is UDisc?

UDisc is the #1 disc golf app on both iOS and Android, used by millions of players worldwide. Players use it to find courses, navigate fairways, keep score, and record rounds. The statistics in this report are collected from players who choose to log their rounds through the app — total disc golf activity at Fort Walla Walla is likely much higher.

2025 Recreation Impact

30	1.7 mi	86 min	3,042
Holes per Round	Miles Walked	Rec Time per Round	Steps per Round

In 2025, Fort Walla Walla provided free, healthy outdoor recreation for 445 players. Community totals for the year:

Rounds played	**2,269**
Distance walked	**4,436 mi**
Recreation hours	**3,764 hrs**
Steps taken	**9,995,380**
Active players	**445**

Community Impact

Fort Walla Walla serves as a hub for recreation — attracting first-time players, hosting organized leagues, and drawing visitors from across the region.

298
New Players
played the course for the first time

72
First-Time Players
tried disc golf for the first time here

49
League Events
39 players • 899 hrs of organized recreation

Tourism & Regional Reach

Players traveled significant distances to play at Fort Walla Walla:

Traveled over 50 km (30 mi)	**256 players**
Traveled over 250 km (150 mi)	**135 players**
Traveled over 500 km (300 mi)	**53 players**

Global Standing

Based on UDisc play count data, Fort Walla Walla ranks:

Most Played in Washington	Most Played in the US	Most Played in the World
#49	#1,738	#2,605

Course Ratings

Overall rating: 3.7 out of 5 — based on 515 ratings from UDisc players.

Overall Rating	**3.7 / 5.0**
Upkeep	**3.4 / 5.0**
Shot Variety / Design	**3.6 / 5.0**
Tee Areas	**3.4 / 5.0**
Signage / Wayfinding	**2.2 / 5.0**
Amenities	**2.0 / 5.0**

Lifetime Stats (All Years)

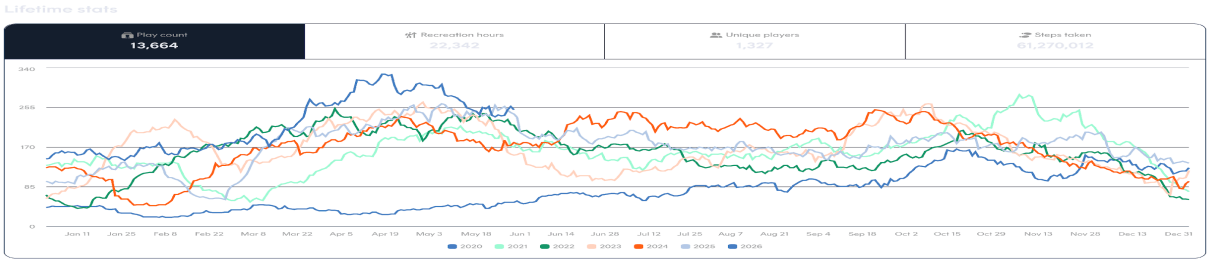
Since tracking began, Fort Walla Walla has accumulated the following totals through UDisc:

13,664	1,327	22,342	61.3M
Total Rounds	Unique Players	Recreation Hours	Total Steps

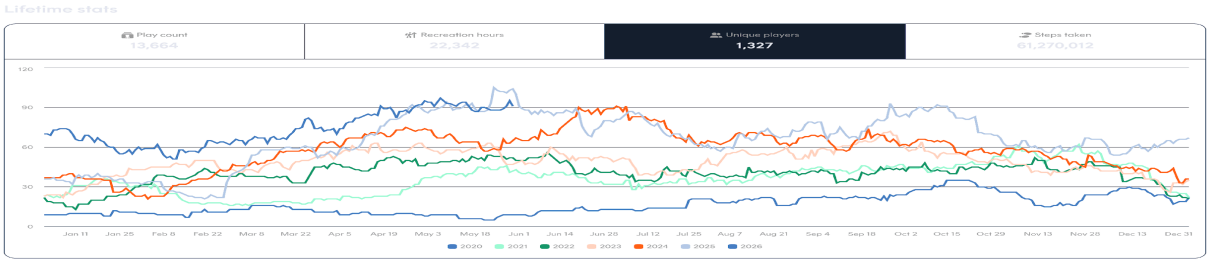
Usage Trends (2016–2026)

The charts below show annual usage trends tracked via UDisc across all recorded years.

13,664 rounds played since 2020

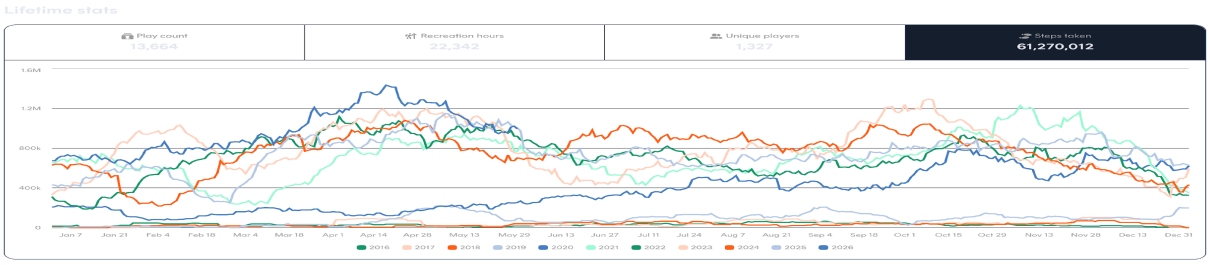


1,327 unique players since 2020



22,342 recreation hours since 2020

61,270,012 steps taken since 2020



Data source: UDisc Impact Report for Fort Walla Walla, 2025. Statistics reflect rounds recorded through the UDisc app; actual usage is likely higher.

A Currently Underutilized City Asset:

The Vision:

DISC GOLF
FWWDGC

Drafted by David Lozier and Will Banning

Fort Walla Walla Disc Golf Clubhouse Business Plan

1. Executive Summary

The Fort Walla Walla Disc Golf Club proposes to operate a small retail disc golf and dog park shop within an existing City-owned building at Fort Walla Walla Park. In exchange for refurbishing and maintaining the building, the City of Walla Walla will provide a no-cost lease.

The shop will serve as:

- A retail hub for disc golf gear and dog park accessories
- An outlet and promotional hub for select local businesses
- A check-in point for leagues and tournaments
- An open community space

Revenue generated will support:

- Ongoing building maintenance
- Course improvements
- Expansion of disc golf opportunities in the city and the region

At its discretion, the Club may fundraise, find sponsors, or write for grants to fund capital improvements and other operational costs.

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2. Mission Statement

The Club aims to align with the City of Walla Walla's goal of expanding recreational opportunities by fostering growth of the sport of disc golf, serving all park users, and building a welcoming community.

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3. Goals & Objectives

Short-Term (Year 1)

- Stabilize building condition (repairs, utilities, safety)
- Launch retail shop operations
- Partner with local businesses (source local products)
- Begin consistent revenue generation
- Establish fundraising committee

Mid-Term (Years 1–2)

- Raise funds for:
    - Further clubhouse improvements
    - Fort Walla Walla course improvements and maintenance
    - Public events
- Host sanctioned tournaments
- Build partnerships with sponsors

Long-Term (3–5 Years)

- Develop additional courses at new locations
- Turn Walla Walla and the Blues into a nationally recognized disc golf destination
- Welcome the community to a premium recreational opportunity

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4. Business Model

Revenue Streams

1. **Retail Sales**
    - Discs, bags, apparel, accessories
    - Dog park accessories
    - Local products
2. **Event Revenue**
    - League fees
    - Tournament entry fees
    - Merchandise during events
3. **Memberships**
    - Annual club memberships
    - Perks: shop discounts, early registration, exclusive events

4. **Fundraising (see Sect. 8)**

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5. Market Opportunity

Target Customers

- Local disc golfers
- Competition with Island View Market in Tri-Cities
- New park users discovering the sport
- Tournament participants traveling to the area
- Families and park visitors
- Dog park users and local dog owners

Competitive Advantage

- Only on-course shop in an underserved region
- Strong community connection (club-run)
- Ability to bundle retail + events + experience

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6. Operations Plan

Facility Use

- Retail storefront
- Storage for inventory and equipment
- Community open space

Staffing

- Volunteer-run (initially)
- Club-managed
- New future job opportunities

Hours

- Peaks: weekends, league events, tournaments
- Afternoon hours on weekdays to match park demand

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7. Facility Maintenance Agreement

In exchange for a no-cost lease, the Club will:

- Maintain the structure's basic upkeep, defined as:
    - Upkeep with direct costs
    - Janitorial duties
    - Appropriate interior decoration
- Improve building functionality and curb appeal over time
- Insure business, operations, etc

And, the City will:

- Continue to maintain park grounds

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8. Fundraising Plan

FWWDGC Fundraising Committee

Responsibilities:

- Plan and execute fundraising campaigns
- Secure sponsorships
- Manage donor relationships

Target: $50,000

Planned uses:

- $20,000 - Inital Clubhouse repairs required to gain occupancy
- $11,000 - Other Clubhouse startup costs
- $8,200 - Course signage at Fort Walla Walla
- $10,800 - Portable baskets for Club event use
- TBD - Event infrastructure
- TBD - Additional Clubhouse improvements (future fundraising targets needed)

Fundraising methods:

- Sponsored tournaments
- Custom merchandise releases
- Raffles, auctions
- Local business sponsorship packages
- Grants, donations

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9. Event Strategy

Once improvements are funded:

- Generate recurring revenue through multiple annual events
- Host PDGA sanctioned events
- Run improved leagues year-round
- Attract recreational and professional players
- Attract locals to sprout interest

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10. Financial Overview (Estimated)

Startup Costs

- Initial inventory: $10,000
- Building repairs: $20,000
- POS system: $500–$1,500

Ongoing Costs

- Inventory restocking
- Utilities
- Maintenance
- Administrative
- Security
- Legal and professional services
- Insurance
- Licenses and fees
- Payroll

Revenue Potential

- Retail: $10K–$50K annually
    - Traffic, events, and fundraising significantly increase potential
- Annual donations, grants, and sponsorship
- Long term growth opportunities with further investments (i.e. stock storage, online outlet)

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11. Community Impact

- Promotes outdoor recreation
- Engages youth and families
- Builds on local tourism
- Engages with all park users
- Improves dog owners' experience at a well-used dog park
- **Activates an underutilized city asset**

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12. Risk & Mitigation

Risk	Mitigation
Low sales volume	Focus on events + community engagement
Volunteer burnout	Rotate roles, recruit actively
Building condition issues	Phase improvements
Overstock risk	Start small, scale gradually
Stockout risk	Forecast quarterly demand

Fort Walla Walla Disc Golf Club - Clubhouse - Cash Flow Projection

Category	Year 1 (Launch)	Year 2 (Growth)	Year 3 (Expansion)	Year 4 (Maturity)	Year 5 (Regional Hub)
REVENUE					
Retail Sales	$12,000	$18,000	$28,000	$32,000	$36,000
Coffee/Snacks Sales Commission	$450	$600	$1,000	$1,250	$1,500
Events & Leagues	$0	$1,000	$1,500	$1,500	$1,500
Memberships	$250	$300	$350	$500	$650
Fundraising/Grants	$10,000	$7,500	$7,500	$2,500	$2,500
Total Revenue	**$22,700**	**$27,400**	**$38,350**	**$37,750**	**$42,150**
EXPENSES					
Cost of Goods Sold (COGS)	$6,000	$9,000	$14,000	$16,000	$18,000
POS & Startup	$5,000	$0	$0	$0	$0
Building Repairs	$2,000	$2,100	$2,205	$2,315	$2,431
Utilities & Insurance	$3,000	$3,200	$3,500	$4,000	$4,500
Marketing & Admin	$1,000	$1,500	$2,500	$3,500	$4,000
Payroll (Part-time)	$0	$0	$4,000	$8,000	$9,200
Capital Improvements	$5,000	$10,000	$10,000	$1,500	$1,500
Total Expenses	**$22,000**	**$25,800**	**$36,205**	**$35,315**	**$39,631**
NET CASH FLOW	**$700**	**$1,600**	**$2,145**	**$2,435**	**$2,519**

Prepared by Ryan McKown

Conclusion:

- The FWWDGC plan to revitalize and operate the Fort Walla Walla Clubhouse will bring value to the local disc golf community, dog park community, BMX community, skate park community, as well as the city of Walla Walla.

- Funding will come from grants, sponsorships, and donations.

- Revenue will support clubhouse operations, building needs, the park, and the club.

Next Steps:

- Consider lease agreement, including terms, notice requirements, insurance requirements, indemnifications, utility expenses, etc
- Formulate detailed operations budget with longterm capex reserves/plan
- Research insurance costs
- Begin fundraising campaign, grant writing efforts (with LOI from City)

Questions?