



## **Eagle Bend Golf Course 2016 Business Plan**

### **Summary of operations changes to begin in January 2016**

- Increase greens fees and cart fees by \$1-\$2 throughout the week.
- Eliminate the annual pass and replace it with a discount card.
- Increase tournament revenue by 10%.
- Improve food and beverage appeal and profitability.
- Improve our marketing through the use of social media and targeted emails to patrons.
- Increase new hole sponsorship by 10%.
- Increase clinic and lesson offerings by 10%.
- Increase the number of junior tournaments from 2 to 4.
- Change Men's League day to Thursdays to accommodate more players.
- Improve outside services by having paid staff and volunteers work Friday-Sunday and during tournaments.
- Improve management of tee sheet to improve availability of prime tee times.

### **Summary of facility improvements to begin in January 2016**

- Improving the entrance to Eagle Bend parking lot.
- Level the end of #18 fairway and sod to zoysia.
- Sod the north driving range tee to zoysia.
- Sodding zoysia around sand bunkers.
- Continue to level tees and convert to zoysia.
- Install forward tees on #15 and #12.
- Finish championship tee on #4.
- Add tables in the pro shop in the patron dining area.

### Possible facility improvements to begin in the Fall of 2016 – if funding allows

- New tables for the shelter area to accommodate more golfers for outside tournaments.
- Closing in the shelter area and adding concrete around it to add staging areas for food and additional seating.
- Explore hiring an architect to design additional restrooms and seating area in the pro shop (2017 project)

### Summary of equipment replacement needs in the Fall of 2016 – if funding allows

- Units #5965(2005) and #5968(2007) - John Deere Greens mowers
- Units #5907(2004) and #5908(2004) are Cushman Trucksters.
- Unit #5933(2008) Pro Gator with sprayer

### Business Plan Summary

In summary, we are putting plans and improvements in place that will enhance our opportunities to grow and improve our services. Many of these changes are small but have the potential for tremendous positive impact for Eagle Bend. We are excited to get started in 2016 and strive to get better in all areas. While this is a small portion of what we do every day, we feel these are the areas that require our immediate attention. Most of our goals are revenue driven, *with good reason*, while others are driven by the desire to increase participation. Every program we offer requires a balance between practicality and profitability. We understand that as a municipal golf course we have to be many things to many people and we don't take that responsibility lightly. We will continue to try to be more profitable while creating a wonderful, affordable, golf environment for our patrons. We expect to increase revenue by **\$119,000.00** by improving the following areas for 2016:

Increase greens fees and cart fees by \$1-\$2	\$50,000.00
Eliminate the annual pass and replace it with discount cards	\$24,000.00
Increase tournament revenue by 10%	\$8,000.00
Improve food and beverage appeal and profitability	\$10,000.00
Increase hole sponsorship by 10%	\$6,000.00
Increase offering for clinic and lesson fees by 10%	\$5,000.00
Change Men's League day to Thursdays	\$6,000.00
Improve management of tee sheet to improve availability of prime tee times.	<u>\$10,000.00</u>
Total projected revenue increase for 2016	\$119,000.00