

Director of Golf's Report

Report for January 2020

Submitted February 13th 2020



Director's Report: Rain Rain Go AWAY! It was the rainiest January in History and the Rain has not only kept the golfers at home, it has absolutely flooded our course. After such a great end to 2019, it's difficult to start 2020 off under such difficult conditions. None of us are in control of the weather, and at a golf course, when it rains on the course, it also rains on our revenue.

Due to the rain, we have been promoting our Par 3 course as a good alternative to playing the full course. It keeps golfers close to the cart paths and under the cover of their golf cart for longer. We have also offered more Par 3 tournaments this winter than in the past in order to maximize any revenue we can possibly earn during this difficult weather.

Golf Course: The crew has had their hands full. Jason and his staff have done everything possible to make the course playable. At the beginning of February, the path on hole #9 was under 5 feet of water! That is the most water on the course that I have seen in the past 5 years. While the rain has made course maintenance difficult, Jason and the crew have kept the greens in fantastic condition, trimmed back many trees and even constructed a nice fence behind the 18th green.

Pro Shop: In the pro shop we have had our hands full with the launch of our new Website as well as our new Point of Sale system. The system will allow us to take our course marketing into our own hands and increase customer loyalty as well as market to new players. We are excited to have this new system up and running.

You will notice during the beginning of 2020, our pro shop will feature a few more club and golf bag choices than in the past. We will not only carry Callaway equipment, but will also feature Cleveland wedges, Ping Putters and will have demo models of Ping Drivers in stock. We are bringing in more choices knowing that customers must use the money on their "credit book" by the end of the year or lose it.

The staff is doing a wonderful job keeping the pro shop looking great. We are currently preparing to invite the community into the shop as we participate in another year of Glass Quest!

Thank you!

Mike Reynolds
Director of Golf