



# Washoe Golf Course

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Bell-Men Golf

DBA:MW Golf

# COVID-19 and Washoe Golf

- Washoe Golf saw a 20% increase in participation due to COVID-19
- We saw an increase in play despite being closed for 3 weeks during first lockdown
- We have utilized aggressive protocols to help keep players safe
  - Protocols include the following:
    - Enhanced cleaning protocols
    - Single Rider Carts
    - Grouping requests
    - Touchless payment options
    - Gathering Restrictions with tournaments
    - Online Tee Times

# 2020 Golf Operation Review

- Total Rounds up over 20% vs. 2019
- League Play remained successful even with tee times
- Maintained Men's club and Women's club at high levels
  - Men averaged 80 players per event
  - Women averaged 70 players per event

# 2020 Golf Course Maintenance Review

- Improvements made to irrigation system
  - Raise and level heads
  - Replace broken heads
  - New drains on #8 and #14
- Re-seeding of bare areas
  - Range re-seeded in fall 2020
  - Re-Seeding playable areas

# Survey of Green Fees

\*\$5 Discount for senior player (+62)

Green Fee Survey	Weekday AM	Weekday PM	Weekend AM	Weekend PM
Washoe (2020)	\$50*	\$40*	\$50*	\$40*
Sierra Sage	\$46	\$31	\$46	\$31
Wolf Run	\$70	\$55	\$80	\$65
Lakeridge	\$80	\$65	\$90	\$75
Red Hawk	\$65	\$50	\$75	\$60
Toiyabe	\$75	\$55	\$85	\$55
Silver Oak (Carson)	\$60	\$40	\$60	\$40
Eagle Valley (Carson)	\$45	\$35	\$50	\$35

Rates for other golf courses are 2020 rates

# 2021 Green Fees

Golf Rates	2020	2021
18 Hole AM	\$35	\$35
18 Hole Sr AM	\$30	\$30
18 Hole PM	\$25	\$25
18 Hole Sr PM	\$20	\$20
9 Hole Rate	\$18	\$18

Cart Fees	2020	2021
9 Holes	\$9	\$10
18 Holes	\$15	\$15
Range Fees	2020	2021
Small	\$4	\$5
Medium	\$7	\$8
Large	\$10	\$11

# 2021 Marketing Plan

- Focus will be on retaining players brought in through COVID growth
  - More beginner clinics
  - More club fitting opportunities
  - Create more opportunities directed at new golfers
- Continue to reach out and partner with local businesses
  - Partner with The Ferraro Group to expand our advertising reach
- E-mails, Social Media Posts, Radio and use of Phone App (Push Notifications)
- Google and Facebook Advertising
  - Specific consumer targeting on each promotion
  - Focus on leagues, tournaments, special events and promotions

# Bringing the Community Together

- Disc Golf
  - RDGA installed regulation Disc Golf Course alongside golf holes
  - Opened in October
    - Registered 600 Disc Golf Rounds in 3 months
    - Will continue to refine operation to flow seamlessly with golfers
- Special rates and promotions tailored to specific groups
  - Military
- Liberty Belle at The Shoe
  - Limited due to COVID
  - Weekly Wednesday Night Dinners November-March
- Restaurant Promotions
  - Food and Drink Specials to bring locals in during slow times



# What's Happening in 2021

- League Play
  - Expect 120+ players per night in each of our Monday and Tuesday Summer Leagues
  - Fun Format to encourage participation from beginner to advanced
  - Both leagues partner with local businesses
- New Ideas for 2021 Include:
  - Create a weekend league to help manage weekday league overflow
  - Expanding our Monday Ladies group
  - Expand restaurant operation
    - Expand Hours & Events (COVID restrictions permitting)

# What's Happening in 2021 (Golf Course Improvements)

- Capital Improvement Fund
  - Irrigation repair
  - Rebuild Nursey Green
  - Expand Driving Range Netting
  - Repair/replace current cart barn
  - Additional projects could be added pursuant to new contract renewal

# Contract Renewal

- We are seeking a long-term contract (15 years) with Washoe County
- The contract renewal would feature an agreement for both parties to meet before the fourth, seventh, tenth, and thirteenth year of the contract to discuss significant issues related to performance of the agreement.
  - Current contract was 4.5 years
    - In just that short time, we were able to complete large projects such as the proshop check-in desk remodel, restaurant remodel, 1<sup>st</sup> tee box wall, and bunker drainage
  - We have worked with Washoe County to structure a new contract to allow for Washoe County to take on less standard maintenance and have the operator perform tasks that were originally assigned to Washoe County
  - Operator is taking on more risk, but we will be able to complete necessary projects on a shorter timeline



We're looking forward to 2021!

Hope to continue the great success we've had in previous years.