



2019

Rounds

- First Quarter – Well Below Average
- Second Quarter – Average
- Third Quarter – Up
- Fourth Quarter – Looking Good

- Overall – Average

Revenue

- One Price Increase – Four Years Ago, Only One in Ten Years
- Golf Rates are Flat
- Course Closures are Slowly Increasing Revenue
- New golfers and Teaching Programs
- Sierra Sage Small Increase in 2020

Promotional

- Round of Golf Certificate
 - Black Friday - \$17 a Round or 10 Rounds for \$160
- Fox News
- USGA Events
- Giants Games
- Spectrum TV – Cable Channels
- Sweet Deals with KOH
- NFL Thursday Night Football with ESPN/LOTUS Radio
- No Laying Up
- Early Bird – First Come, First Serve on Saturday and Sundays
- Monday Thru Friday 6AM – 7AM Reduced Prices
- More the Merrier
- Veteran’s Day
- Facebook

Maintenance

- Focus on Greens, Tees & Fairways
- Greens
 - Black Layer
 - Dry Ject – Three Times
 - Air 2G2
 - Verticut
- Tees & Fairways
 - Verticut & Aerify
 - Adjusting Tee Monument
- Irrigation Improvements
 - Pumps and Computers
 - Sprinkler Head Trimming
 - Big Pond – Aerators & Living Waters
 - Fish Stocking Program
- Turf Nursery
- Driving Range
 - New Mats for the Winter

Programs & Hosted Golf

- PGA Junior League
- The First Tee
- High Schools
 - North Valleys
 - Loyalton
 - Truckee
 - Portola
- Nevada Wolf Pack
- NNJGA – Host Three Events
- NNGA
 - 2020 Northern Nevada Amateur
 - Reno/Sparks City Championship
- PGA Players Ability Test
- Individual & Group Instruction
- SSMGC
- Sierra Nevada Travel Cup
- SSWG

Capital Improvements

- Greens
 - Air 2G2
 - Dry Ject
- Range
- Turf Nursery











<https://www.youtube.com/watch?v=sd2hXP3GvIM>