



Washoe Golf Course

Darin Menante and Greg Wenzel

MW GOLF

2019 Golf Operation Review

- Total Revenues projected up 10% on 35,000 rounds vs. 2018
- League Play was a huge success again (~4000 rounds)
- Substantial growth in our Monday Ladies 9 hole league
- Success in creation of in-house events
 - Morrey Distributing Tournament (72 players)
 - 8 Inch Cup Tournament (108 players)
 - Shine The Shoe (90 players)

2019 Golf Course Maintenance Review

- Aerification of Fairways (Not a standard practice)
- Improvements made to irrigation system
 - Raise and level heads
 - Replace any broken heads
- New forward tee boxes on holes #5, #7 and #15
- Re-seeding of bare areas
 - Range re-seeded in fall 2019 (150 yards and in)
 - 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	\$43	\$31	\$43	\$31
Wolf Run	\$50	\$40	\$60	\$40
Lakeridge	\$60	\$50	\$70	\$55
Red Hawk	\$65	\$50	\$75	\$60
Toiyabe	\$55	\$40	\$65	\$40
Silver Oak (Carson)	\$60	\$38	\$60	\$38
Eagle Valley (Carson)	\$45	\$35	\$50	\$35

Rates for other golf courses are 2019 rates

2019 Green Fees

Golf Rates	2019	2020
18 Hole AM	\$34	\$35
18 Hole Sr AM	\$29	\$30
18 Hole PM	\$24	\$25
18 Hole Sr PM	\$19	\$20
9 Hole Rate	\$16	\$18

Cart Fees	2019	2020
9 Holes	\$9	\$9
18 Holes	\$15	\$15
Range Fees	2019	2020
Small	\$4	\$4
Medium	\$7	\$7
Large	\$10	\$10

2020 Marketing Plan

- Focus will be on growing our junior program, core groups and league play
- Continue to reach out and partner with local businesses
- E-mails, Social Media Posts, and use of Phone App (Push Notifications)
- Radio Advertising with Lotus Radio (Tuesday League Promotion)
- Begin Google Advertising Campaign
- Facebook Advertising
 - Specific consumer targeting on each promotion
 - Focus on leagues, tournaments, special events and promotions

What's Happening in 2020

- Continue to Build on League Play
 - Expect 120+ players per night in each of our Monday and Tuesday Summer Leagues
 - Expanding Monday League to run April-September with utilizing 7 hole loops
 - Fun Format to encourage participation from beginner to advanced
 - Monday League partners with Local Craft Breweries
 - Tuesday League partners with Lotus Radio
- New Ideas for 2020 Include:
 - Partner with The First Tee of Northern Nevada to create a tournament to raise money for them
 - Create a weekend league to help manage weekday league overflow
 - Build Junior Golf presence with monthly sessions
 - Install a permanent disc golf course (subject to approval)

What's Happening in 2020 (Golf Course Improvements)

- Capital Improvement Fund
 - Irrigation repair
 - Irrigation Pond Improvements (Intake & Filters)
 - New Clock and New Sprinkler Heads
 - Bunker Improvements (Drainage and Sand)
 - Rebuild Nursey Green
 - Replace Old and Torn Netting
 - Replace Floors in Restaurant
 - Rebuild 2 new tee boxes
 - Holes #5 and #12
 - Favors senior and female golfers

A scenic view of a golf course. The foreground is a lush green fairway. In the middle ground, there are several trees with green and yellowing leaves, suggesting autumn. In the background, there are more trees and a building, possibly a clubhouse, under a bright blue sky with scattered white clouds. The overall atmosphere is bright and clear.

We're looking forward to 2020!

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