



Spring 2014 Revenue Proposal



WOMEN ON COURSE

What is it?

Women on Course is dedicated to connecting and encouraging participation in the golf lifestyle by highlighting the business, social and fitness benefits of the game. We've designed a national event and online program, which removes the intimidation and classic barriers that have caused women to overlook the game. We invite women to participate by positioning golf in a welcoming environment among business women with similar interests. Through a variety of creative event formats, entry to golf programs, membership, and access to 'women welcome' resources Women on Course makes it easy for players of all skill levels to become involved in the golf lifestyle.

Action Items:

Merge existing women's league into "Women on Course Thursday's"

New event formats every week (pricing to be determined by event itinerary)

- Instruction Clinics
- Vendor Demonstrations
- Social Time
- Networking Time
- Play 4 holes, Play 9 holes (formats not based on competition)
- Mini-Golf
- Fun!

Sell memberships to Women on Course (execution through their website)

- National Initiative
- Perks to members at golf courses nation wide
- Memberships Include free golf shoes
- Some Memberships include a set of golf clubs
- HBH provides a swag bag – limited number

Women on Course Members would receive the HBH Advantage Card rate if they play outside a WOC Thursday night event.

Marketing:

SUN 'N LAKE GOLF & COUNTRY CLUB
OFFICIAL SITE OF

WOMENONCOURSE
Golf is more than a game, it's a lifestyle

Women on Course provides fun and unique opportunities to build friendships and enjoy the business advantages of the golf lifestyle. Whether you've never touched a golf club or play often, we offer a variety of events that encourage women to mix, mingle and enjoy the game of golf.



JOIN TODAY

EXCLUSIVE MEMBERSHIP BENEFITS

- Discounts to Women on Course events
- Business & social networking
- Golf activities for all skill levels
- Discounts on golf apparel & clubs
- Weekend destination trips
- Bonus gift - Nike golf shoes







www.womenoncourse.com

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UPCOMING EVENTS

Whether you've never touched a club or play often, we offer a variety of events that encourage women to mix, mingle and enjoy the game of golf!

Feb 18 - 9 & Dine 4:00 - 7:30 pm 9 Holes of Golf & Dinner Following	\$20 WOC / \$30 non member
Mar 4 - Clinic & Cocktail 5:15 - 6:45 pm 1 Hour clinic and range balls with wine following	\$10 WOC / \$20 non member
Mar 18 - 9 & Dine 5:00 - 8:30 pm 9 Holes of Golf & Dinner Following	\$20 WOC / \$30 non member
Apr 8 - Clinic & 4 Holes 5:30 - 7:00 pm 1 Hour clinic and range balls with wine following	\$10 WOC / \$20 non member
Apr 22 - Clinic & Cocktail 5:30 - 7:00 pm 1 Hour Clinic and wine tasting following	\$10 WOC / \$20 non member



SUN 'N LAKE GOLF & COUNTRY CLUB

5223 Sun 'n Lake Blvd. | Sebring, Florida 33872 | 865-385-4830

RSVP at rsvp@womenoncourse.com or 703.268.5078
www.womenoncourse.com

All are welcome to participate in Women On Course events except where prohibited by law. Women On Course does not discriminate against anyone on the basis of sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, or sexual orientation.

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CLINIC & FOUR

Enjoy golf in just 2 hours with a 45 minute clinic followed by 4 holes to practice what you've learned. Plan to stay after to network in the clubhouse.

Tuesday, July 30, 2014

5:30 pm - 7:30 pm

\$10 Women on Course members | **\$20** Non-Members

PRICE INCLUDES: 45 minute clinic, range balls, 4 holes, golf cart and one drink. Clubs available at (no) additional charge.



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WINE WITHOUT THE NINE

Start your game at our 19th hole happy hour - without swinging a club. Come to mix and mingle, and bring a friend or business associate to join in the fun.

Tuesday, July 30, 2014

5:30 pm - 7:30 pm

\$10 Women on Course members | **\$20** Non-Members

PRICE INCLUDES: 9 Holes, cart fee, warm up bucket of balls, one complimentary drink.



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FRIDAY NIGHT - FUN NIGHT!

Merge existing Friday Night Scramble with a “FUN” alternative golf event

- Mini-Golf
- FootGolf
- FlingGolf
- DiscGolf
- Live Music
- Ice Cream Truck

Provides an option for everyone

Each week could host a different event

Action Items:

At 5pm, 9 holes reserved for FNS, the other 9 holes reserved for alternative golf event

Already have equipment for a 9 hole Mini-Golf Course on the practice green



FootGolf:

I think this is going to be huge!

Invented in Europe, gaining popularity in the US

Anyone who has played soccer, can play FootGolf!

Billy Casper Golf demonstrated at Annual Meeting

Promotes wellness, walking only event

Runs concurrent with existing golf course – only 2 courses in NJ now

Same rules as golf, but with a soccer ball



Fling Golf:

Anyone who has played lacrosse, can play FlingGolf!

Billy Casper Golf demonstrated at Annual Meeting

Promotes wellness, walking only event

Runs concurrent with existing golf course

Same rules as golf, but with a different “club”



DiscGolf:

Anyone who has thrown a frisbee, can play DiscGolf!

Promotes wellness, walking only event

Runs concurrent with existing golf course – only 19 courses currently in NJ

Same basic rules as golf, but with a different Frisbees

Higher start-up costs than other alternative golf options, but most established option



SHORT COURSE

Create a 5 hole loop on the existing golf course

Promotes wellness, walking only

Based on availability, can only book day-of, same restrictions as replay rounds

Fills unused tee times

Addresses time issue - people do not have enough time for an 18 hole round

Could approach local health clubs to sell as an add-on to their existing memberships

Increased offerings

Action Items:

Purchase rental push carts for added fee

DRIVING RANGE

Replace mat line on range

It has hardened due to age

Will allow the range to be open during wet times, and the off-season



MEN'S LOCKERROOM

Finish area in back of clubhouse

Sell lockers to members for seasonal use

Rent day lockers to public guests

\$3k-\$5k upstart, profitability by year 4

Increased value & amenities

RESIDENT'S DAY

Complete one or more of these guest appreciation events

Fun schedule of events for golfers and non-golfers

CREATE-YOUR-OWN GOLF OUTING

Create more robust club-hosted tournament schedule

Fill typically lower utilized weekdays

Senior tournaments have worked well on weekday mornings

Continental breakfast and awards luncheon included

FOOD AND BEVERAGE EVENTS

Increase marketing for:

- Wedding packages (purchase tent side panels)
- Wine tastings
- Small parties
- BBQ's
- Public breakfast & lunch availability
- Wine & Nine events - 9 holes of golf
- Live Music

AGRONOMY

Equipment:

Must complete the sale of old equipment at auction

Currently stored outside

Firewood:

Purchase log splitter, only cut trees as needed, storm clean-up

Sell ½ cords or small stacks of firewood (1/2 cord = 4'x4'x4')

Offer as a service to Residents of the Borough

Profitability after (24) ½ cords

