**First Key**: The Culture of Leadership

**Second Key**: Have City Council Precisely Define the Financial Target: Measure the Cost of Maintaining Open Park Space vs. Golf Course Losses

**Third Key:** Define Your Vision – What is Your Tag Line?

**Fourth Key**: Understand the Competitive Aspects of Your Market

**Fifth Key**: Are You Offering the Right Golf Experience to Your Targeted Customer

**Sixth Key**: Weather Forecasting Service Saves Seasonal Staffing Costs and Agronomic Inputs

**Seventh Key**: Don’t Offer Season Passes. If You Do, Price Them Correctly

**Eighth Key**: Examine Check-in Kiosks to Save Labor and Integrate All Technology

**Ninth Key**: Establish Benchmarks for Your Facility, Utilize the Rules of Thumb, and Participate in PGA PerformanceTrak

**Tenth Key**: The Golf Course is a Living Organism that Requires Annual Capital Investment. Create Reserves by Establishing Proper Prices

**Eleventh Key:** Set Your Green Fee Based on Experience and Secret Shop Your Competition

**Twelfth Key:** Survey Your Customers to Determine Loyalty