

June 15, 2012

# Golf Courses Affiliated with Colleges and Universities

## Financial Benchmarking

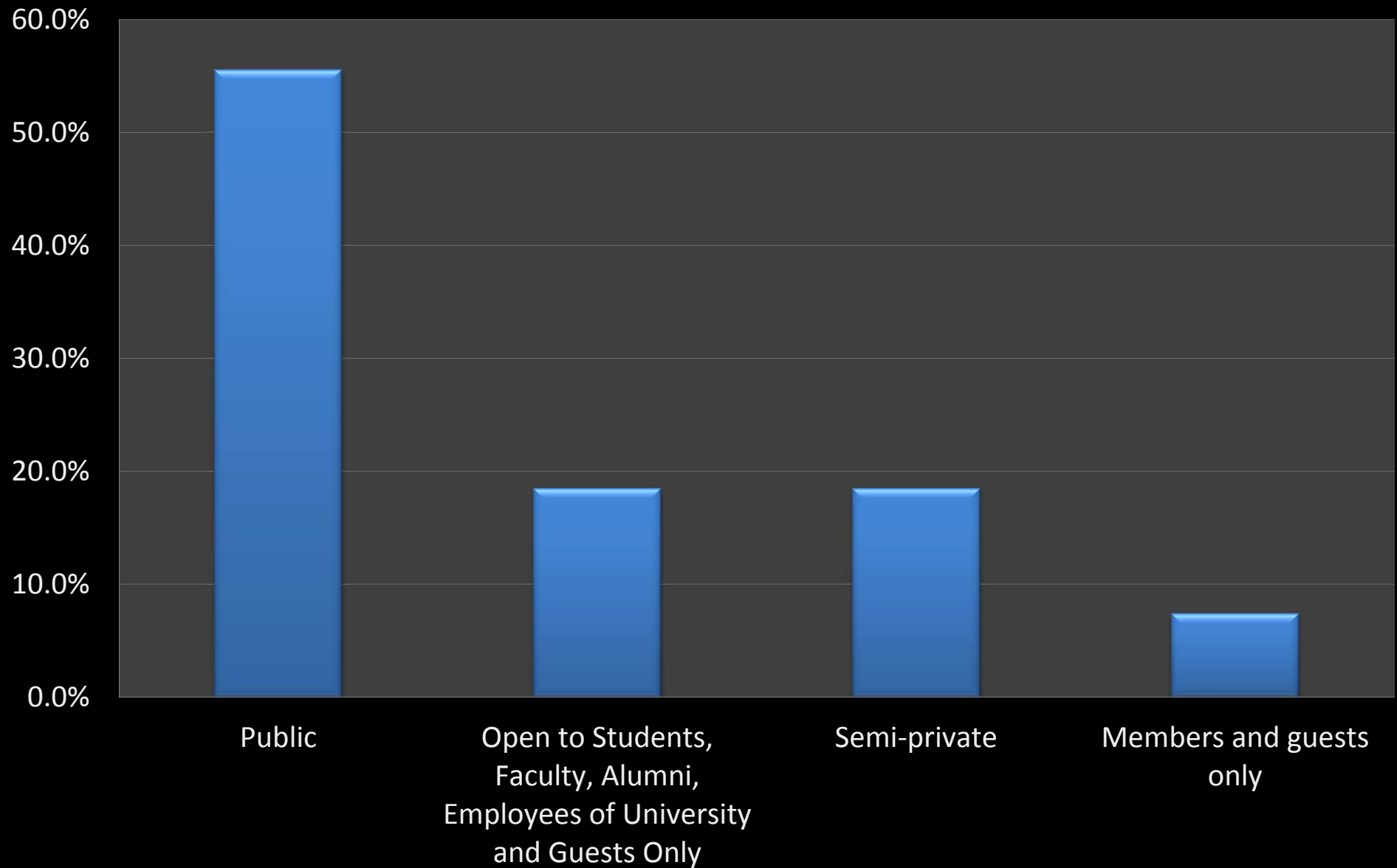
Ensuring your vision becomes reality

For Additional information contact:

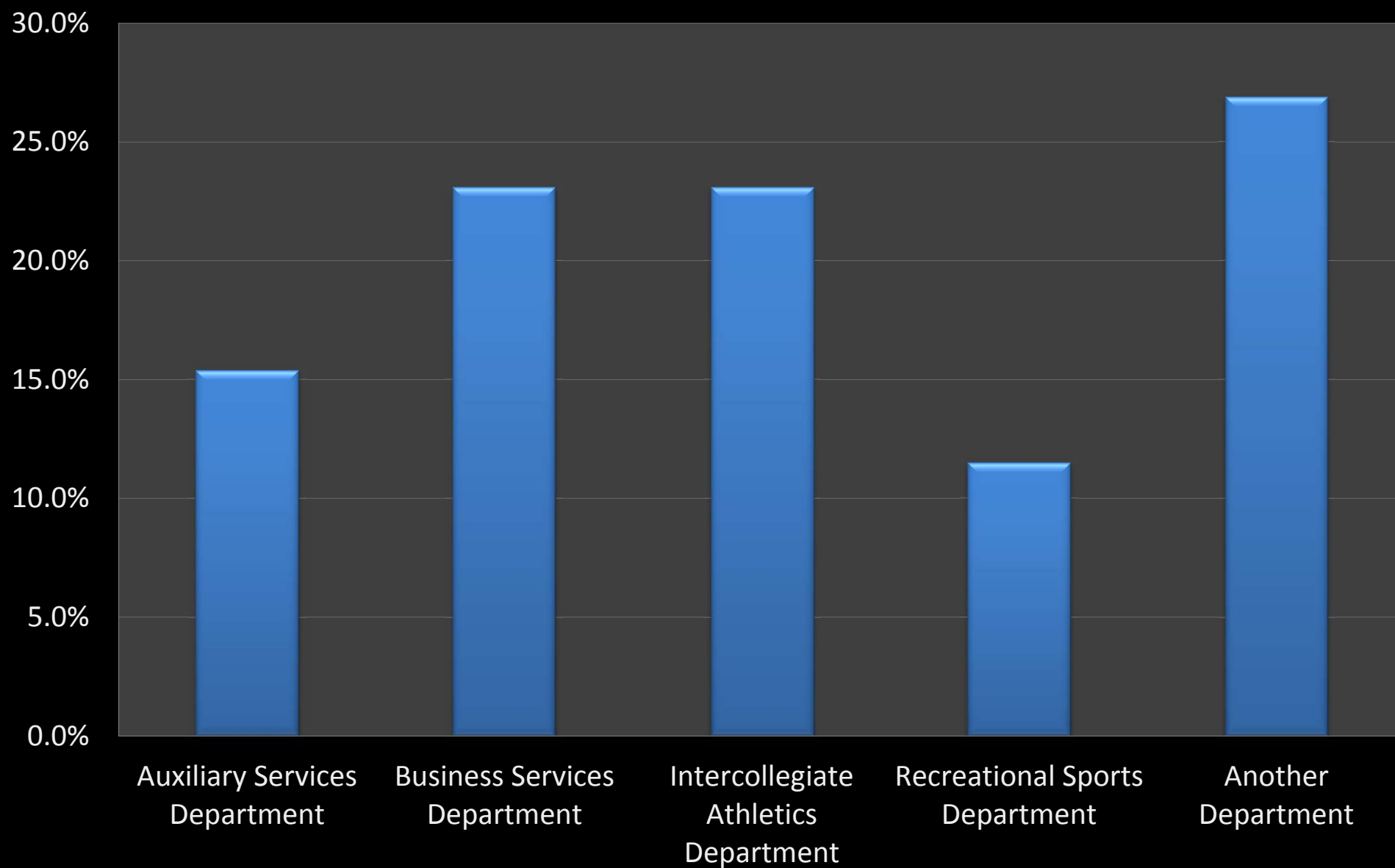
J. J. Keegan, Managing Principal  
Golf Convergence  
4215 Morningstar Drive  
Castle Rock, CO 80108  
jkeegan@golfconvergence.com  
T 303 283 8880  
C 303 596 4015



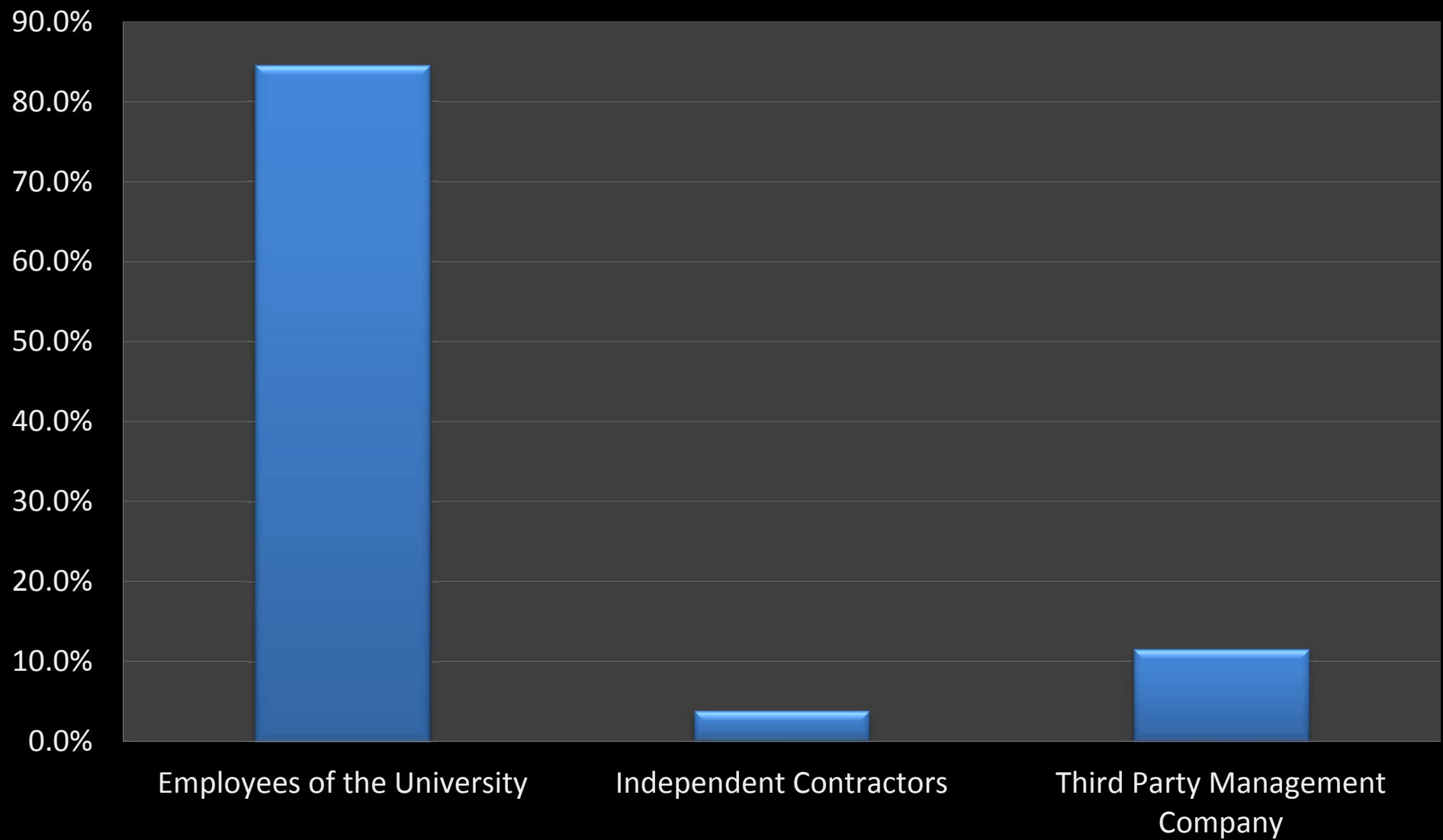
## What best describes your golf course?



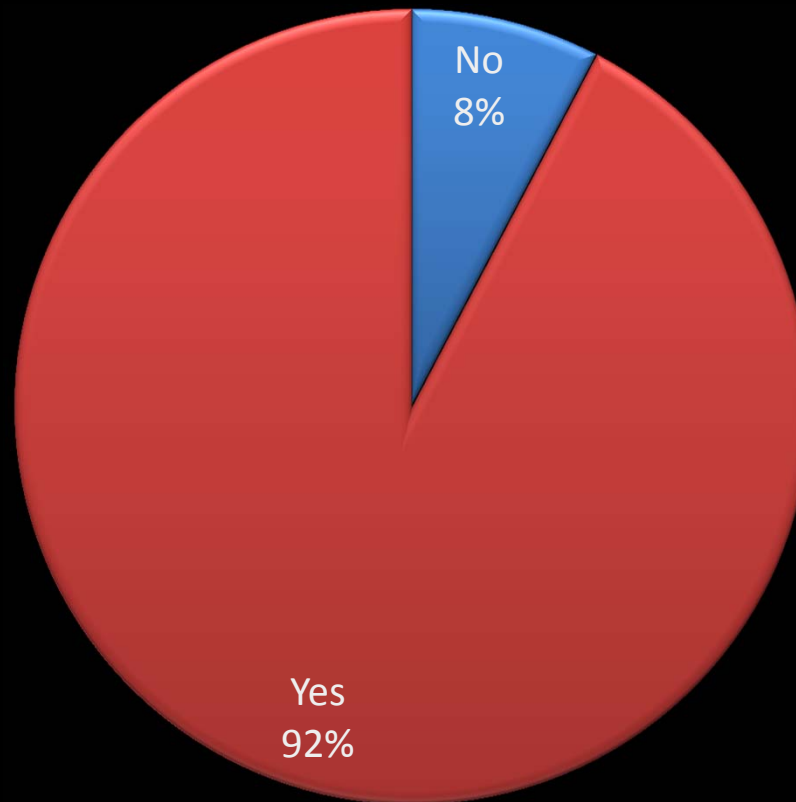
## Who has FISCAL responsibility for the golf course?



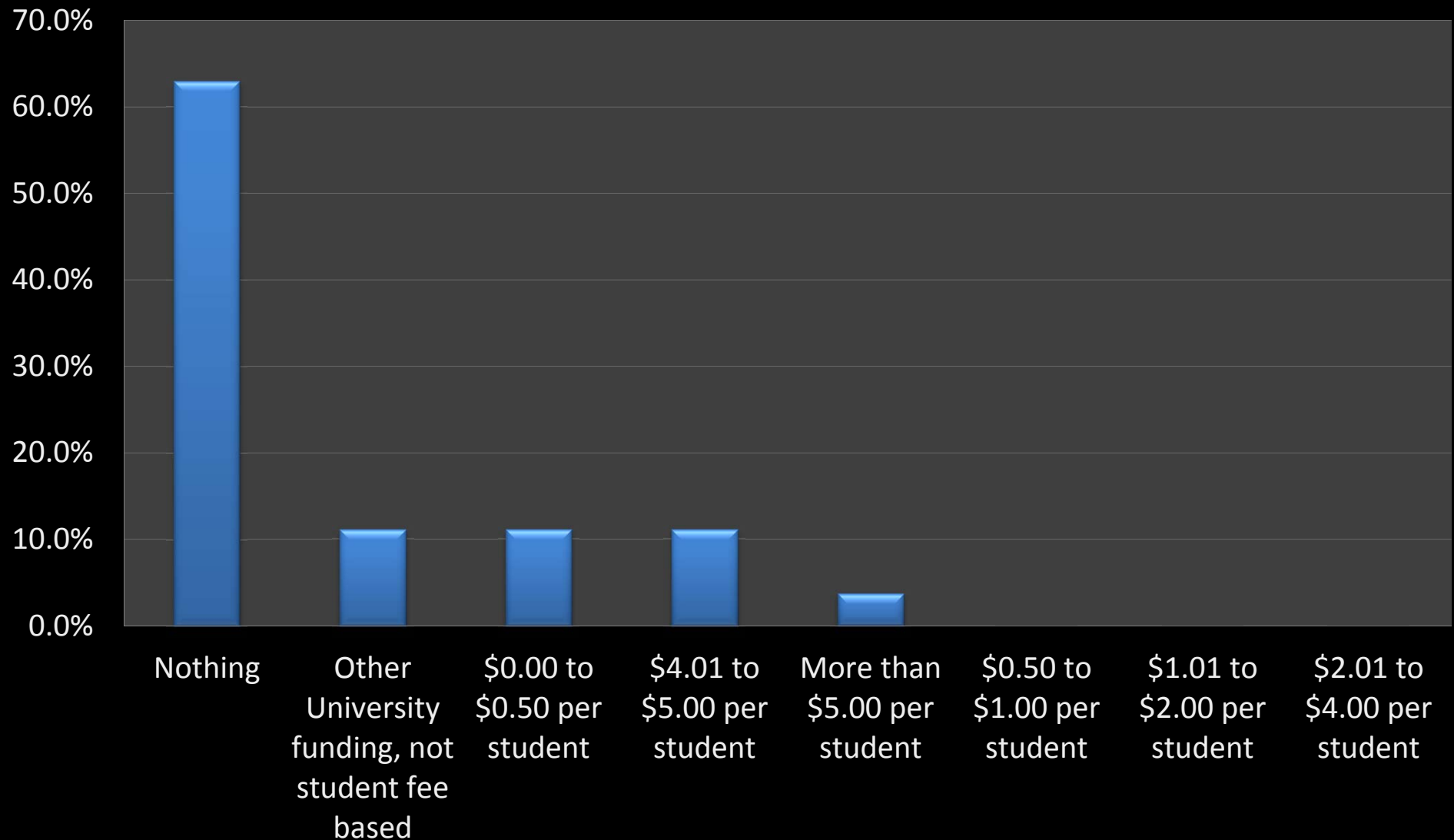
## Who has MANAGEMENT responsibility for the golf course?



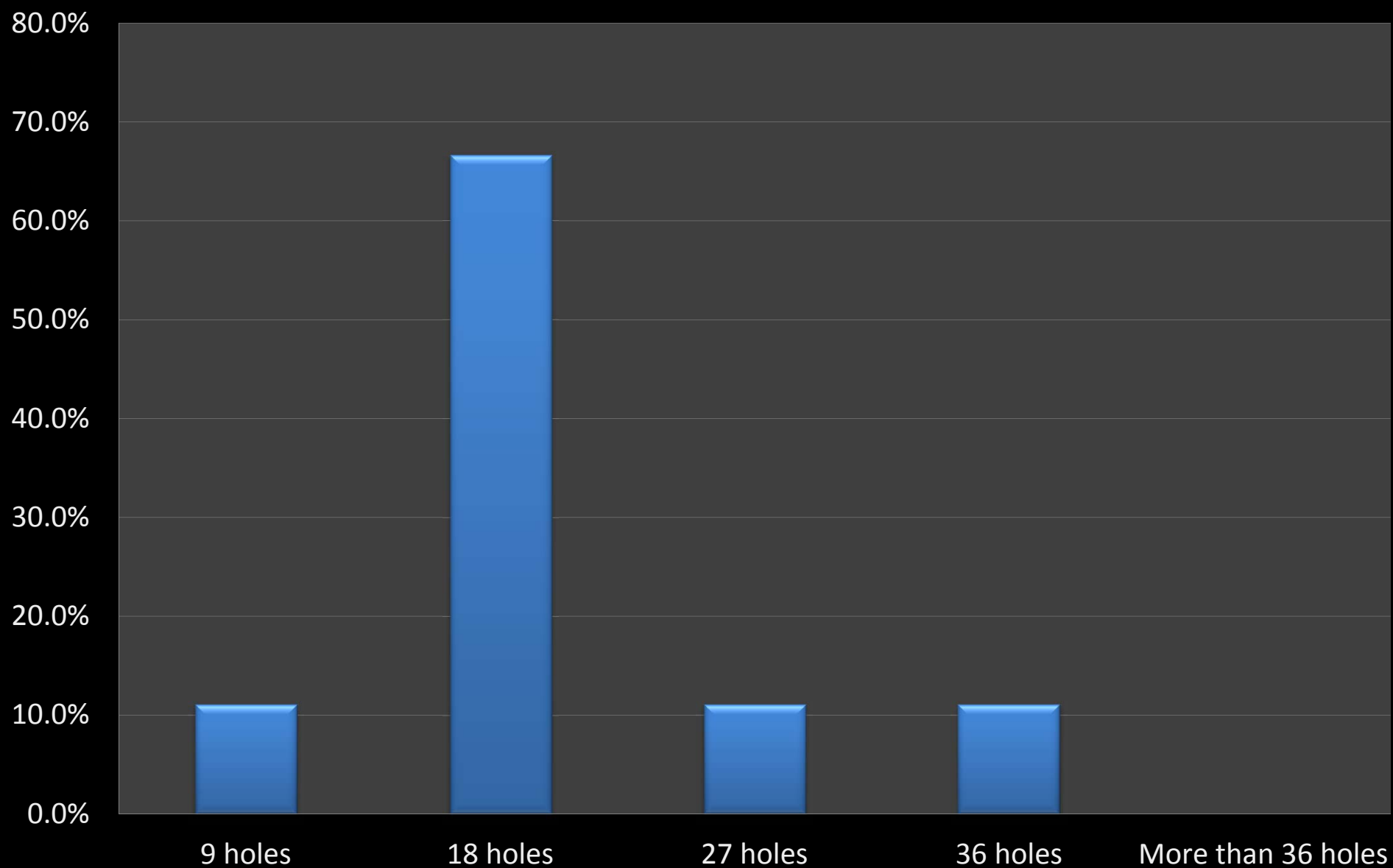
**Is the golf course considered an amenity to enhance the brand image of the school to attract collegiate players, alumni support, and enrich the student environment, etc.?**



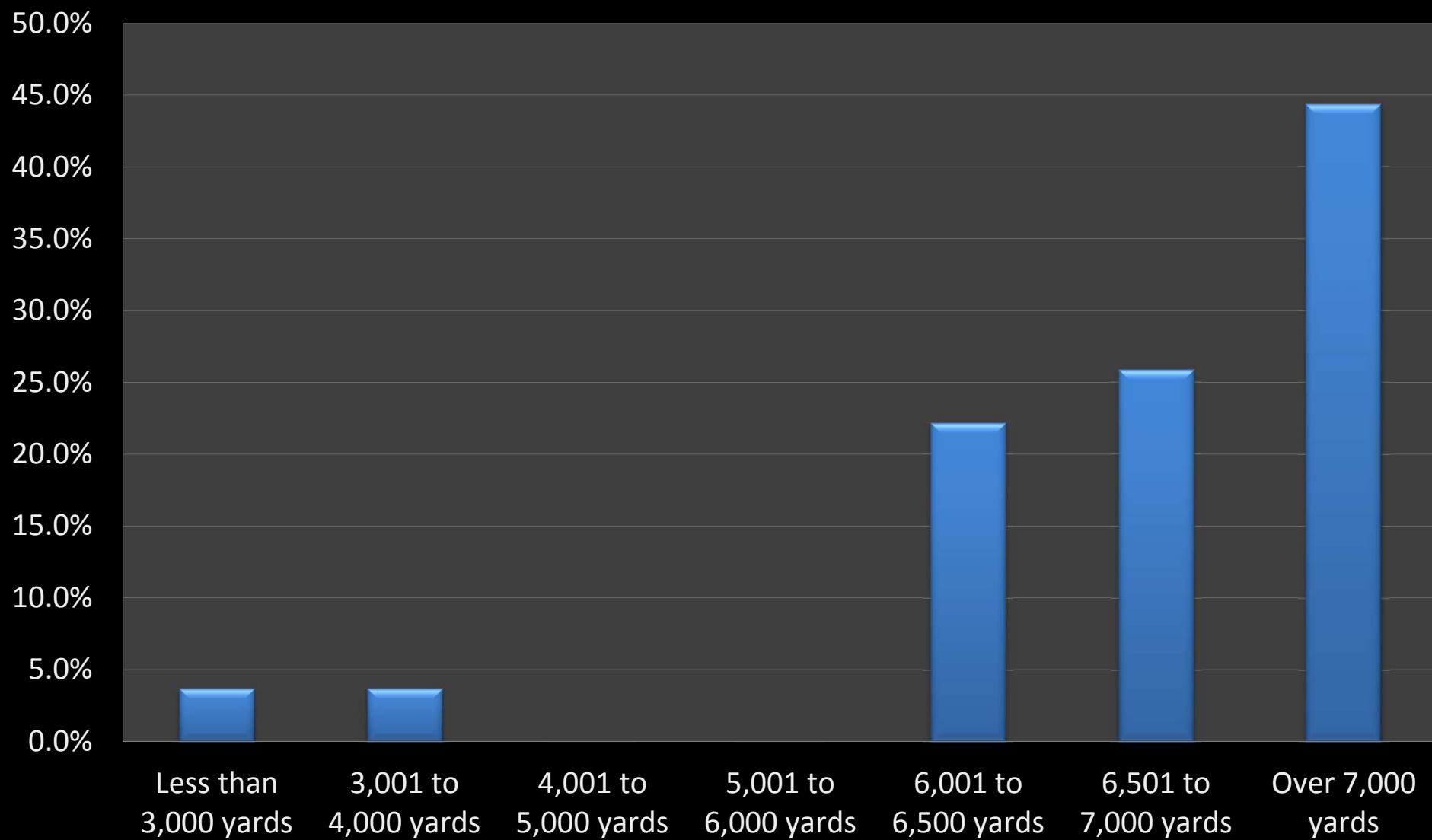
## How much does your golf course receive in financial support from the University?



## Your facility offers how many holes of golf?

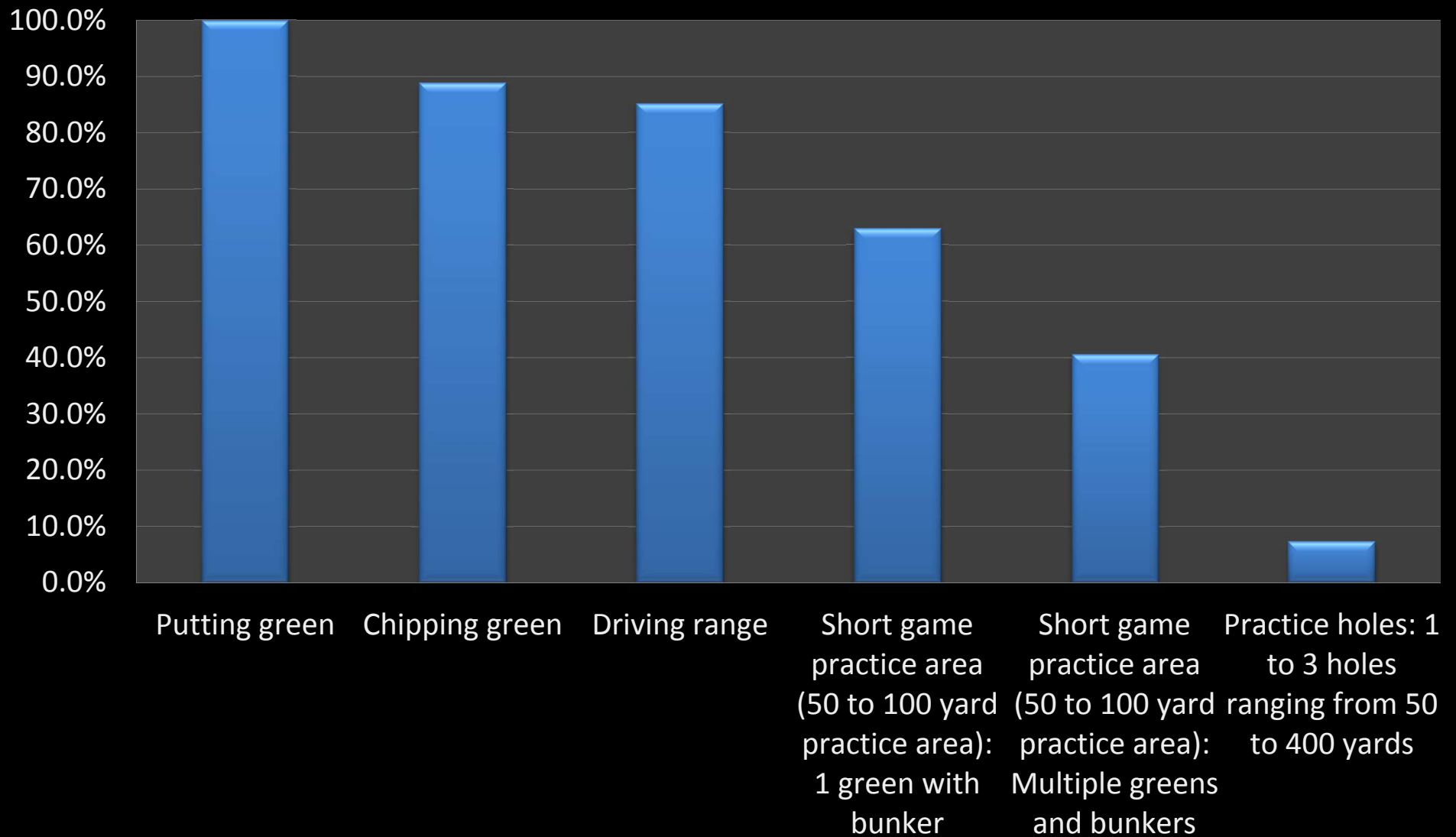


## What is the length of your golf course from the back tees?

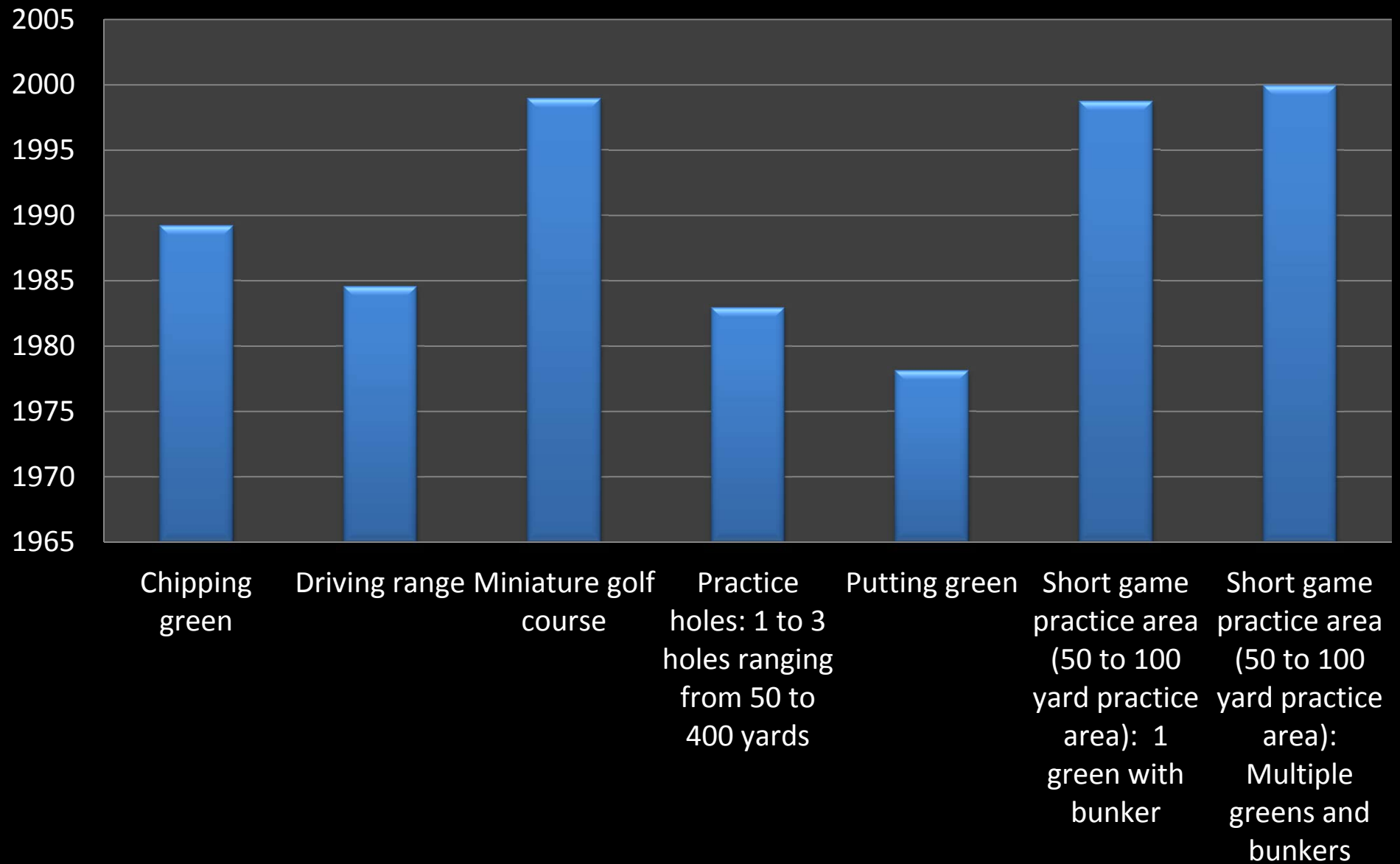




## What practice facilities do you provide? (check all that are applicable)

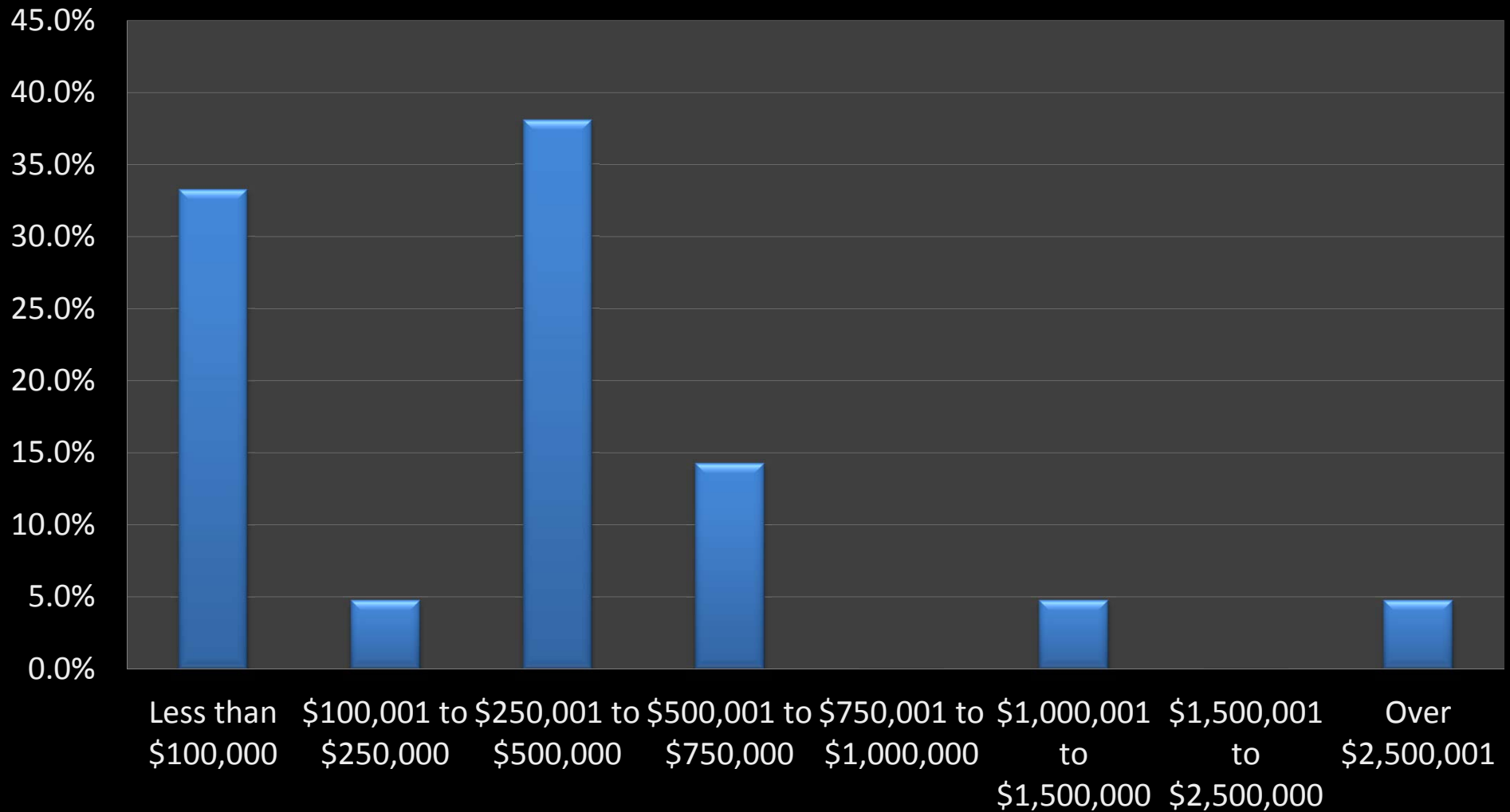


## When Were the Facilities Constructed?

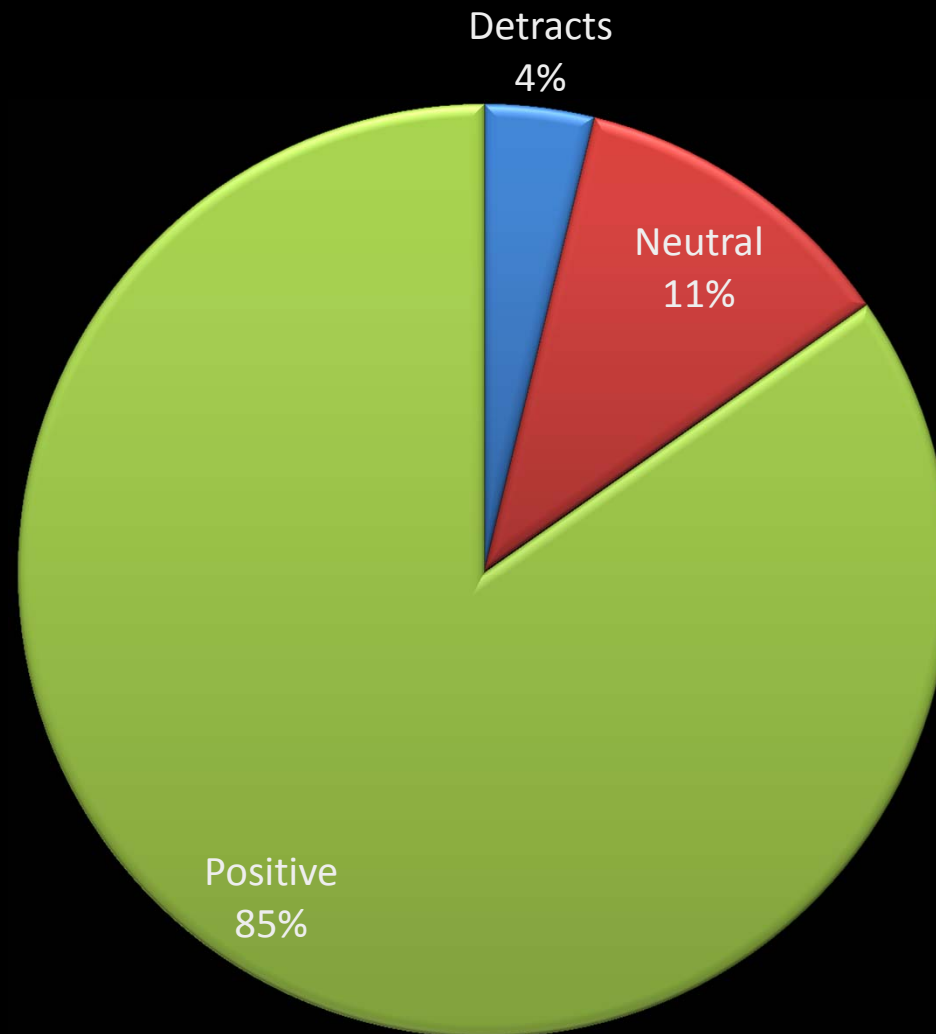


# What was the total capital investment to construct all practice facilities?

Average: \$457,143

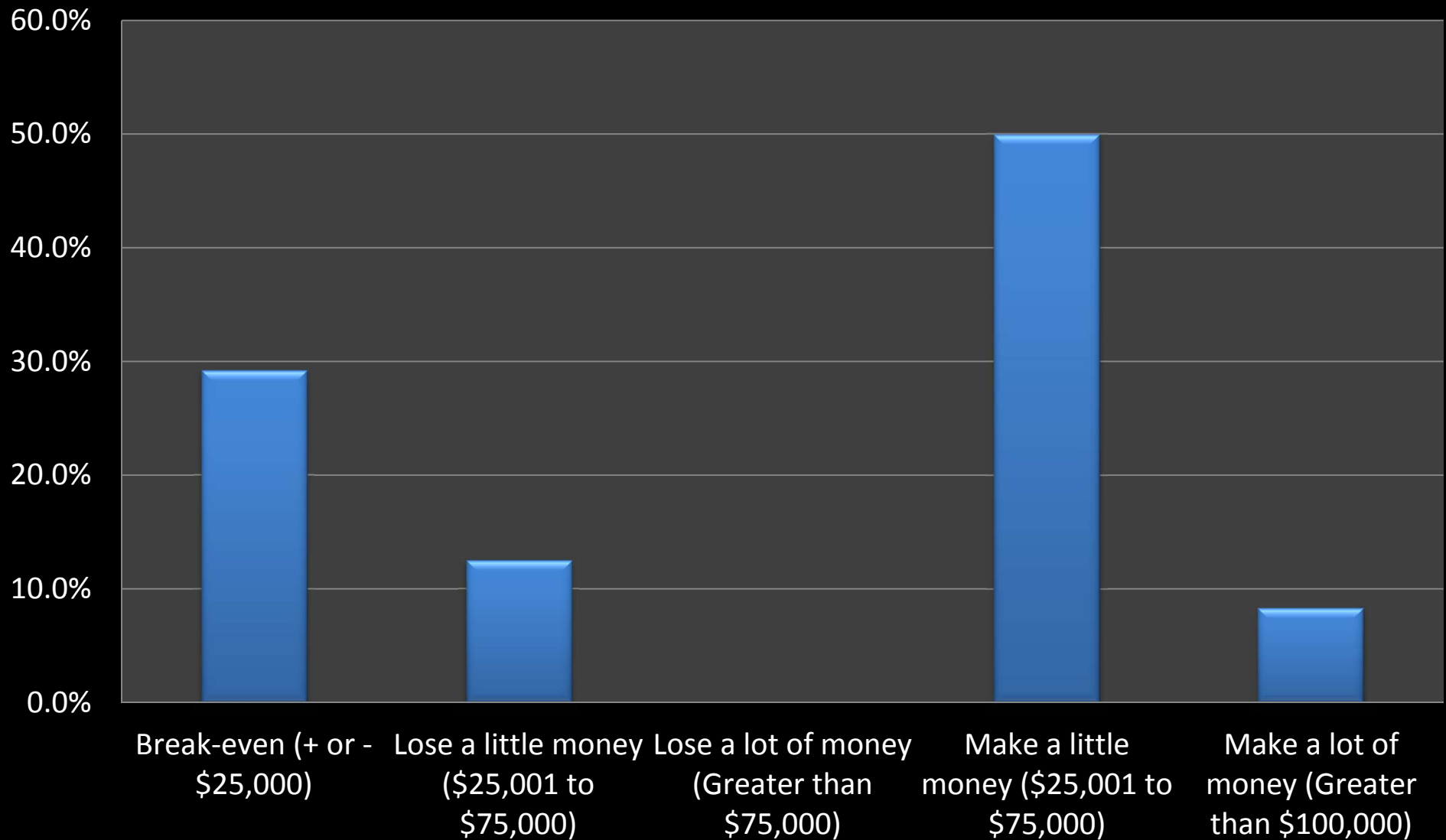


## How would you rate the practice facilities as part of the overall golf experience?

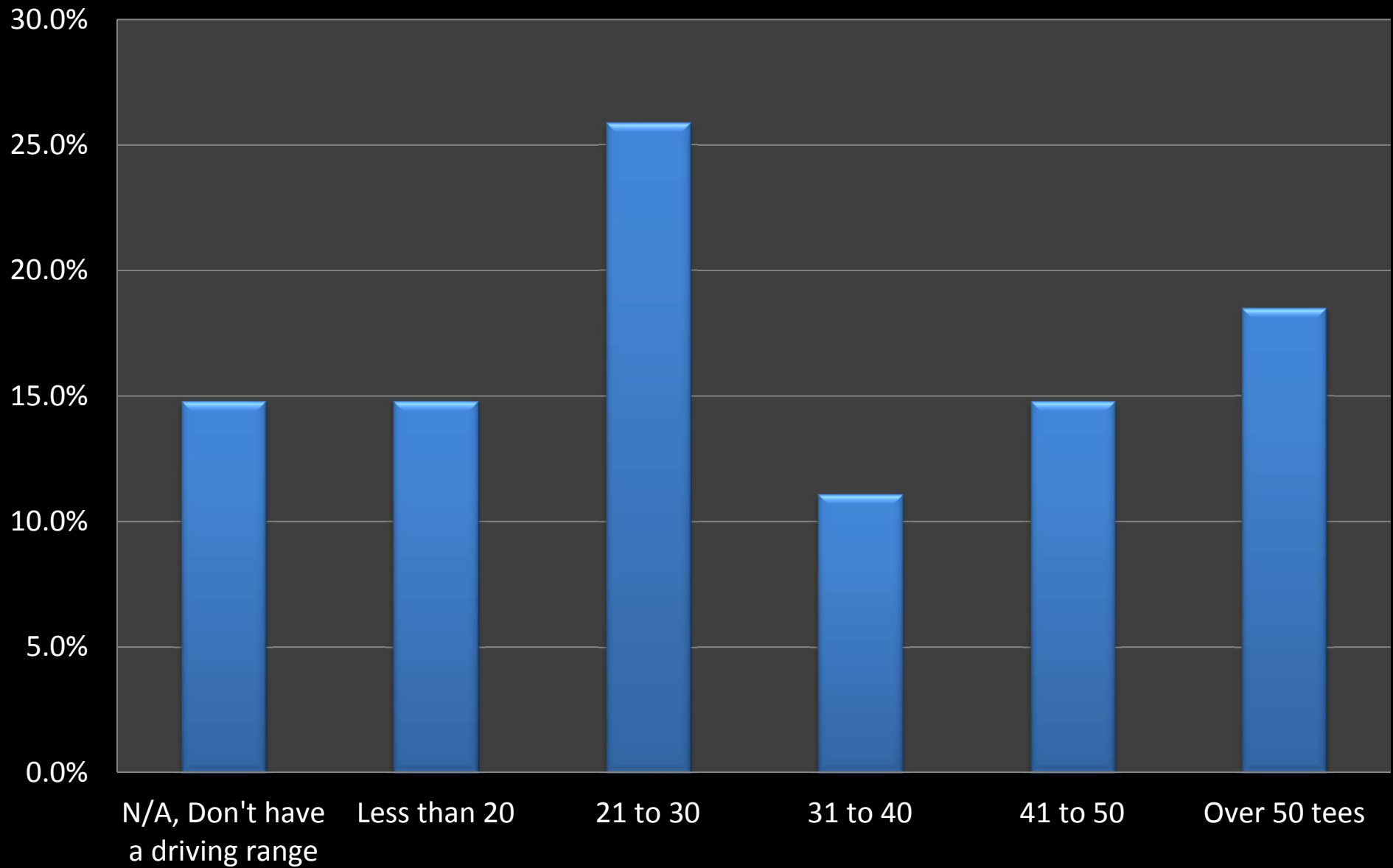


## Do you think that your practice facilities?

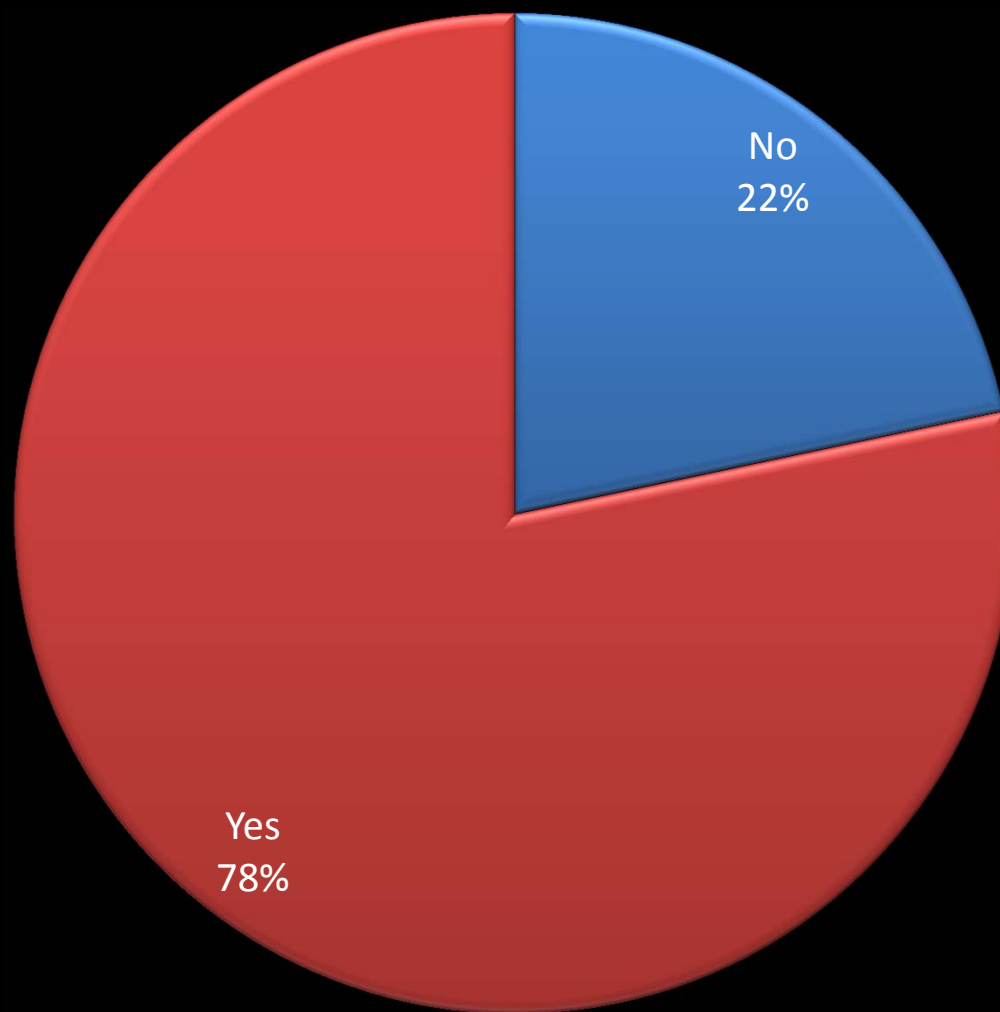
Average \$43,750 profit



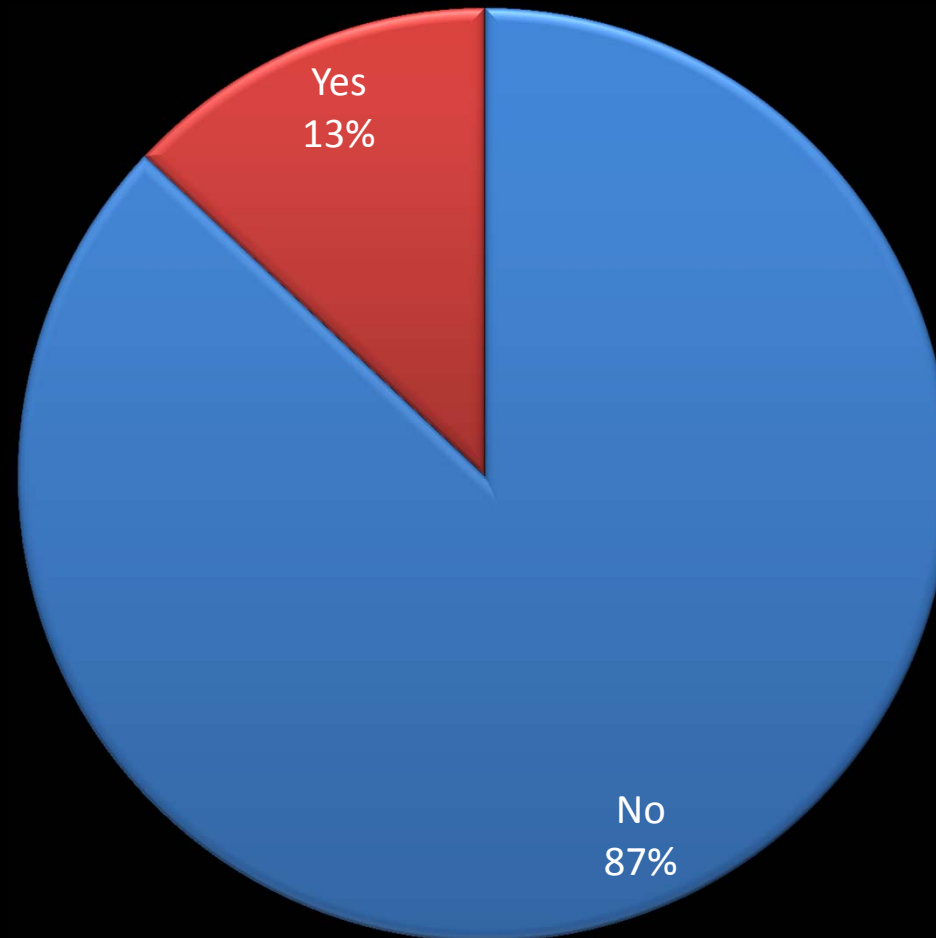
## How many tees are on the driving range?



## Does the driving range providing target greens?

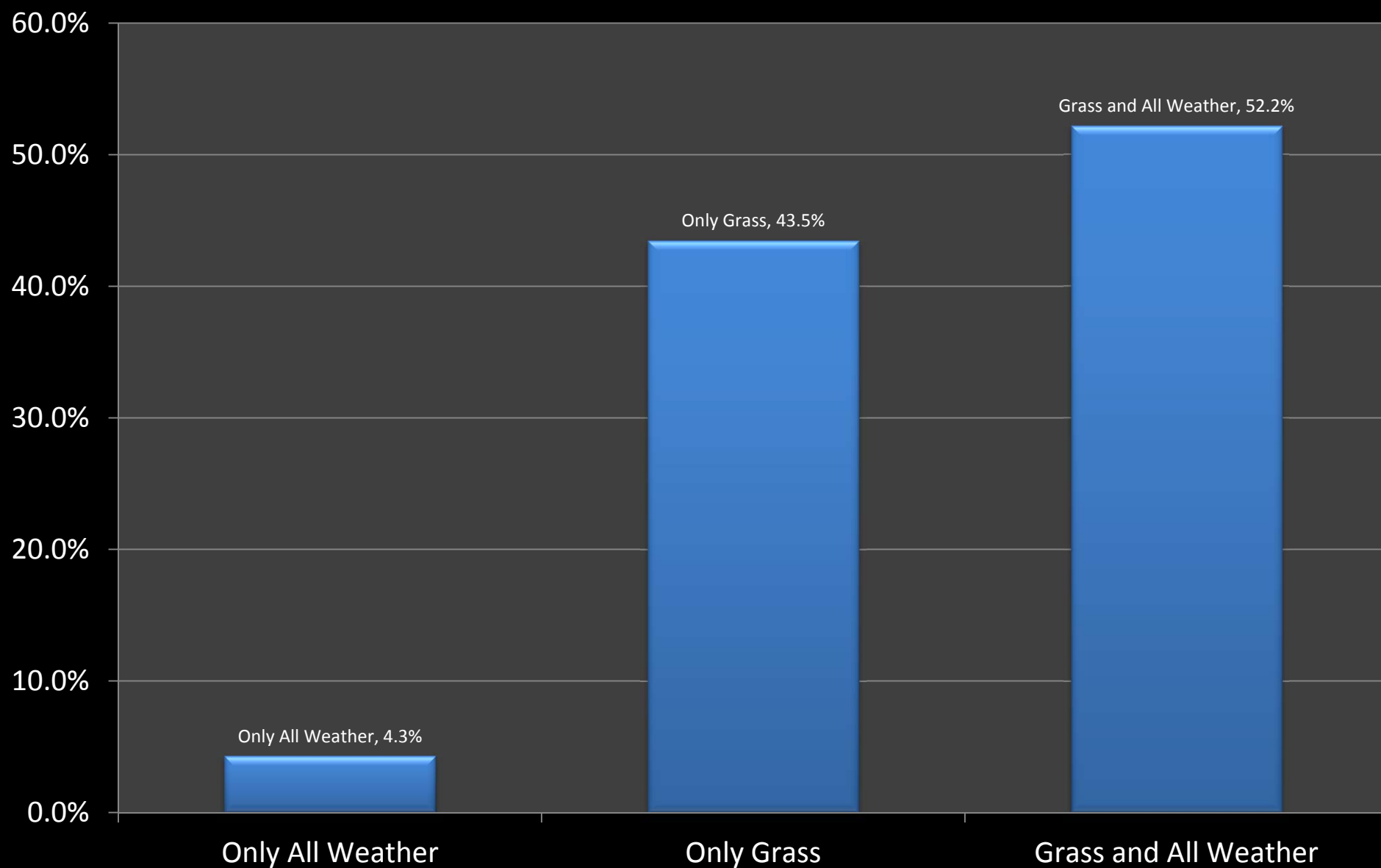


**Do you have any netting on the sides or at the back end  
of the range?**

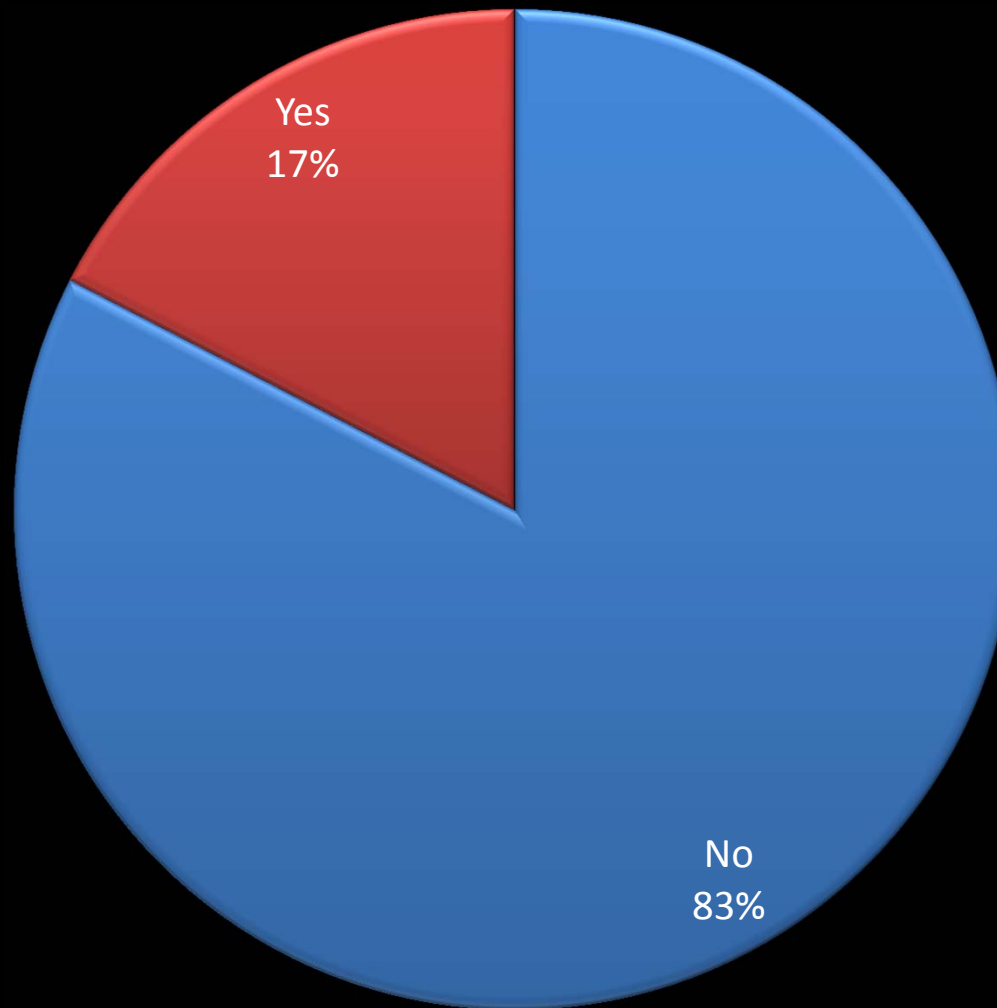




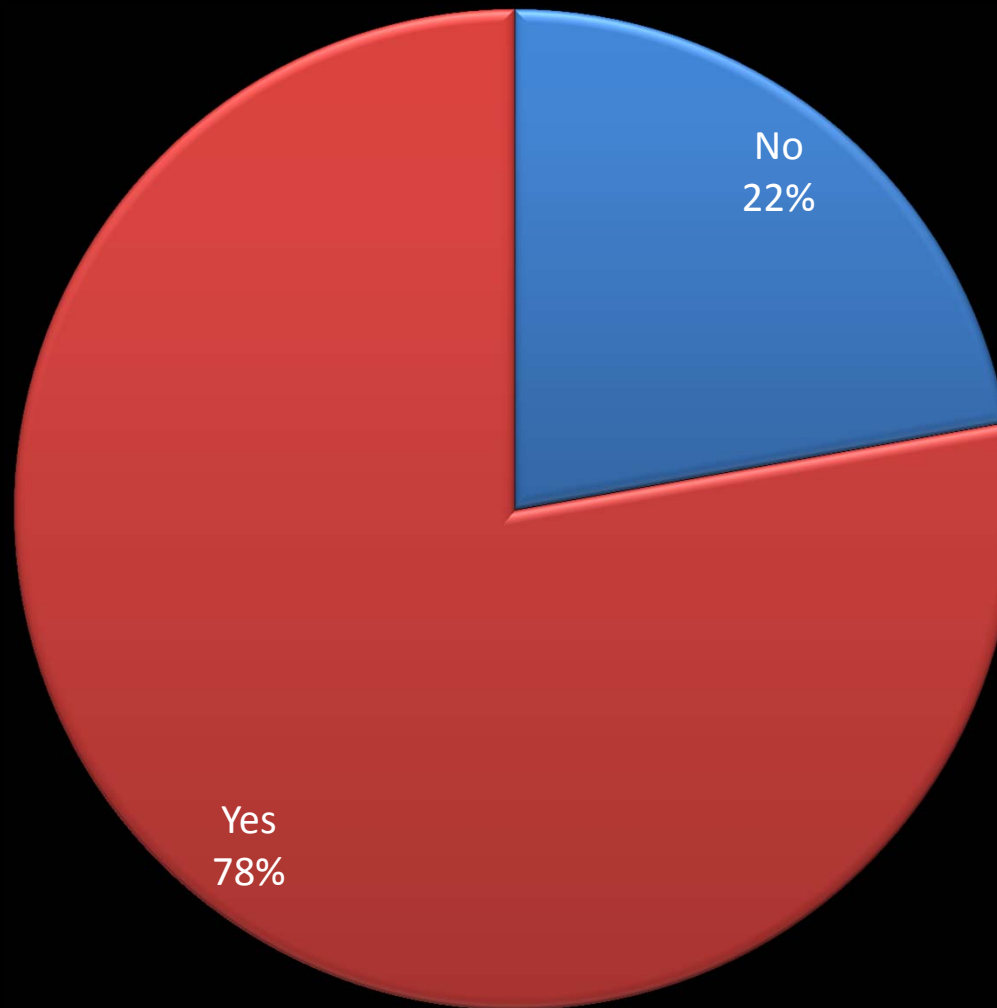
## Are the tees on the driving range?



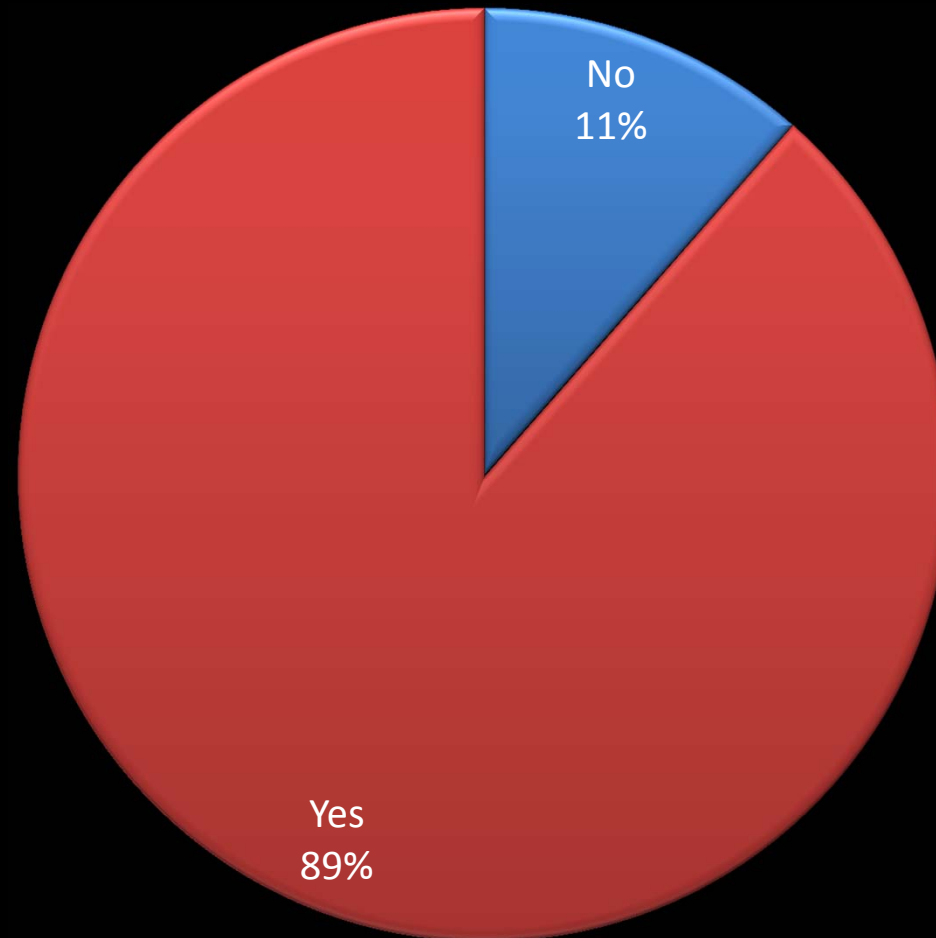
## Do you offer heated hitting stalls?



## Do the golf teams have a separate practice facility?

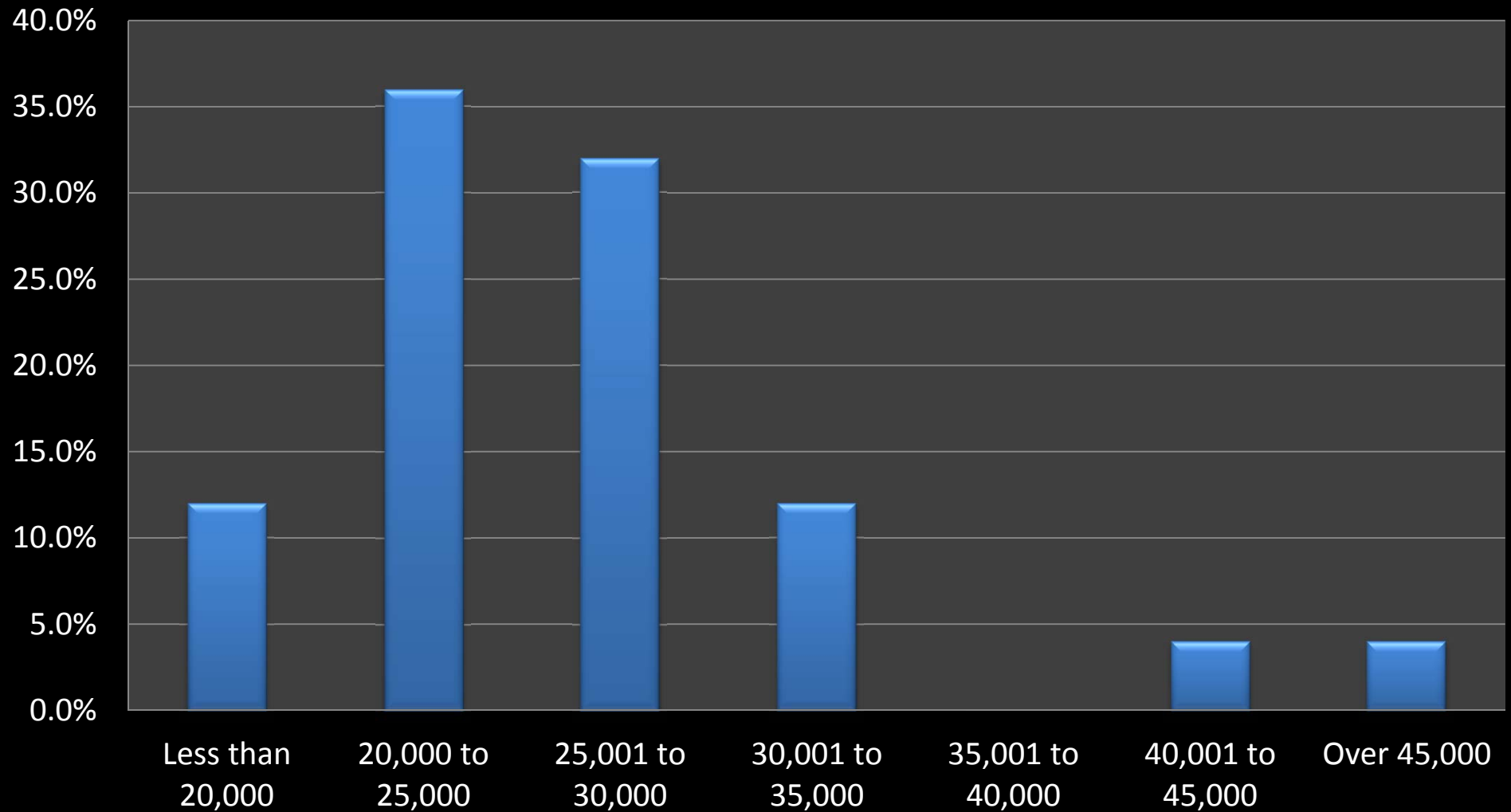


## Is the practice facility used as an asset to recruit players to the golf team?



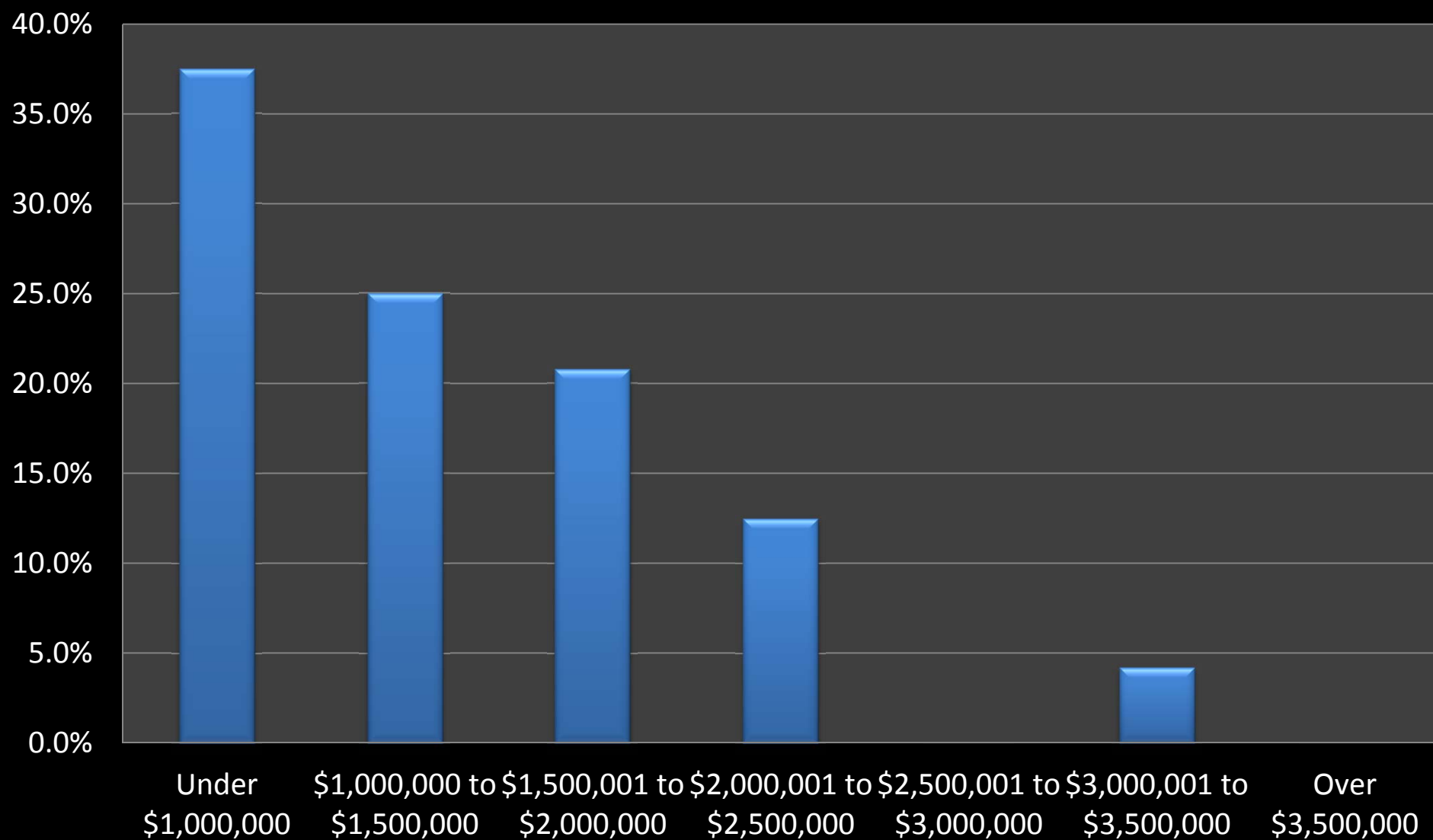
# How many rounds (starts) are played annually per 18 holes?

Average: 25,900



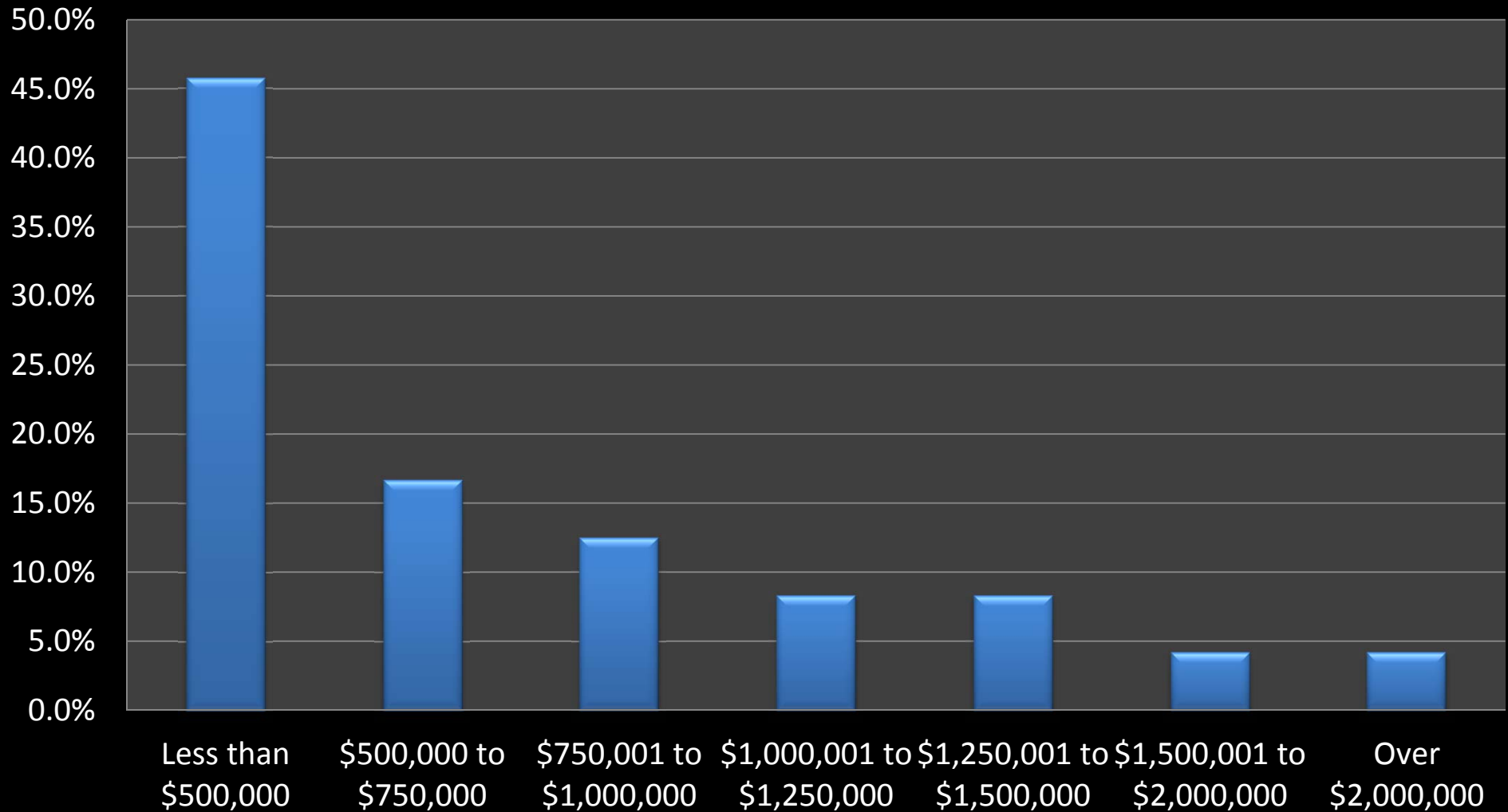
## What is the gross revenue, per 18 holes

Average: \$1,281,250



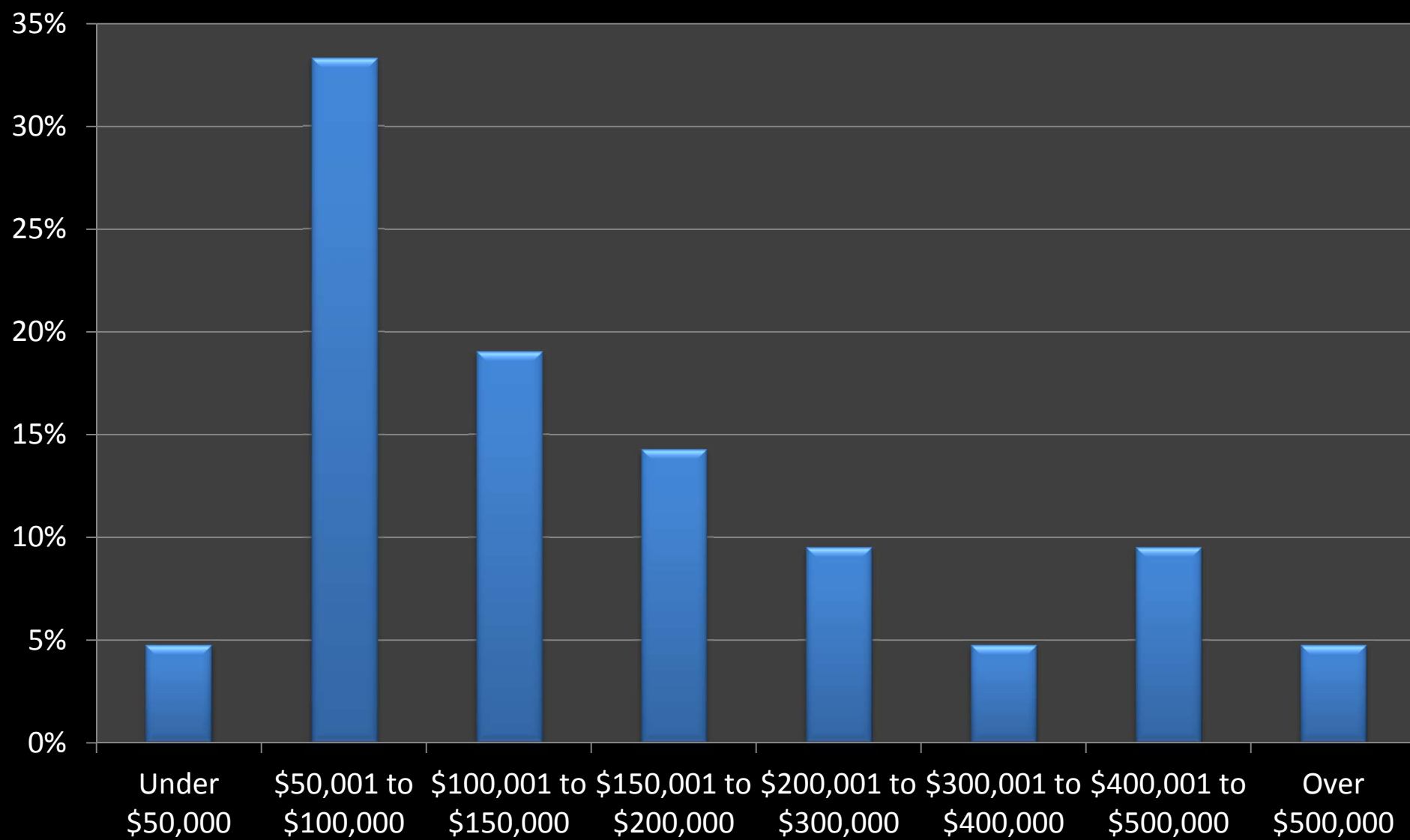
# What is the Gross Revenue from Green Fees + Season Passes

Average: \$721,875



## Cart Revenue

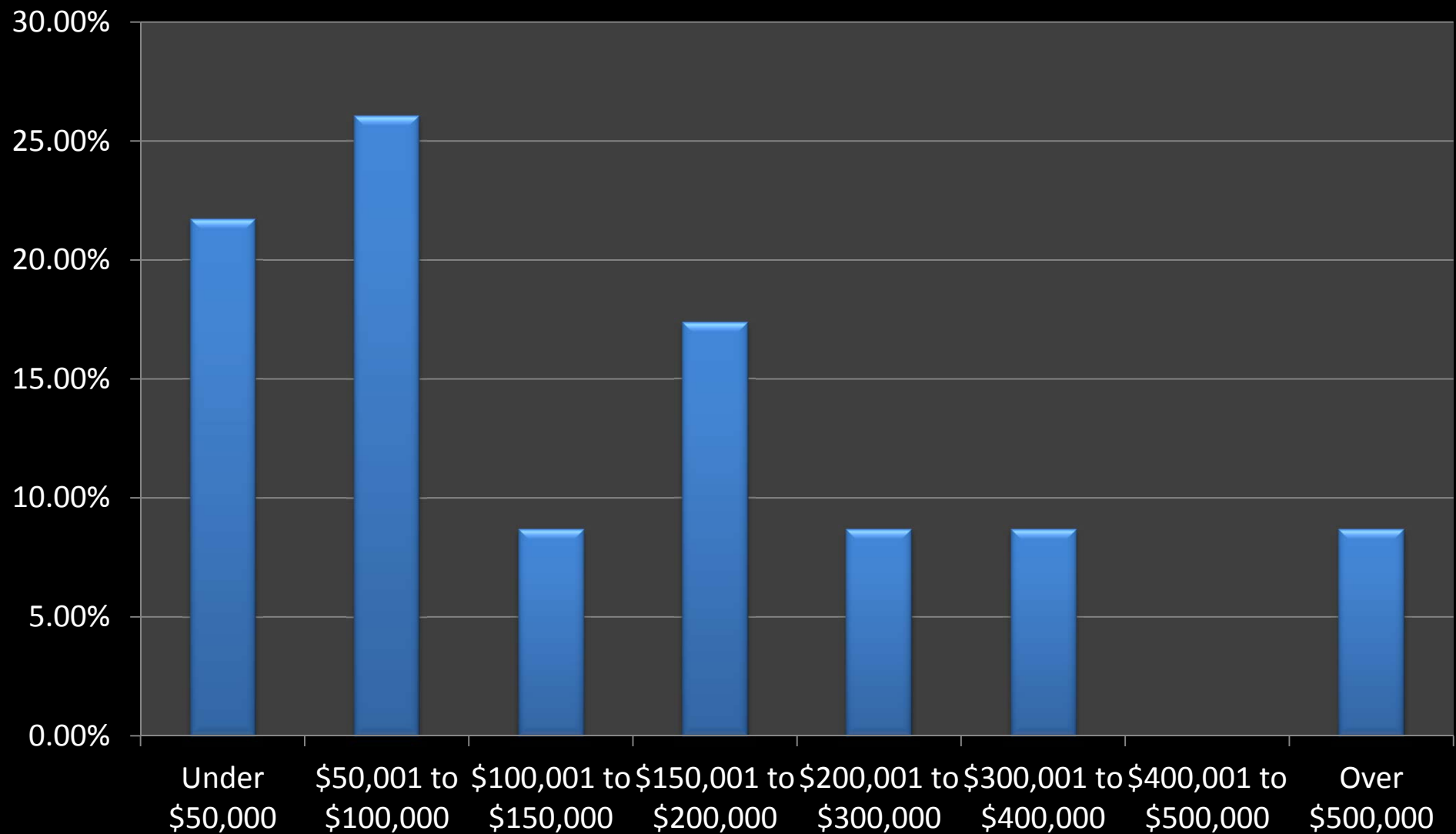
Average: \$169,565





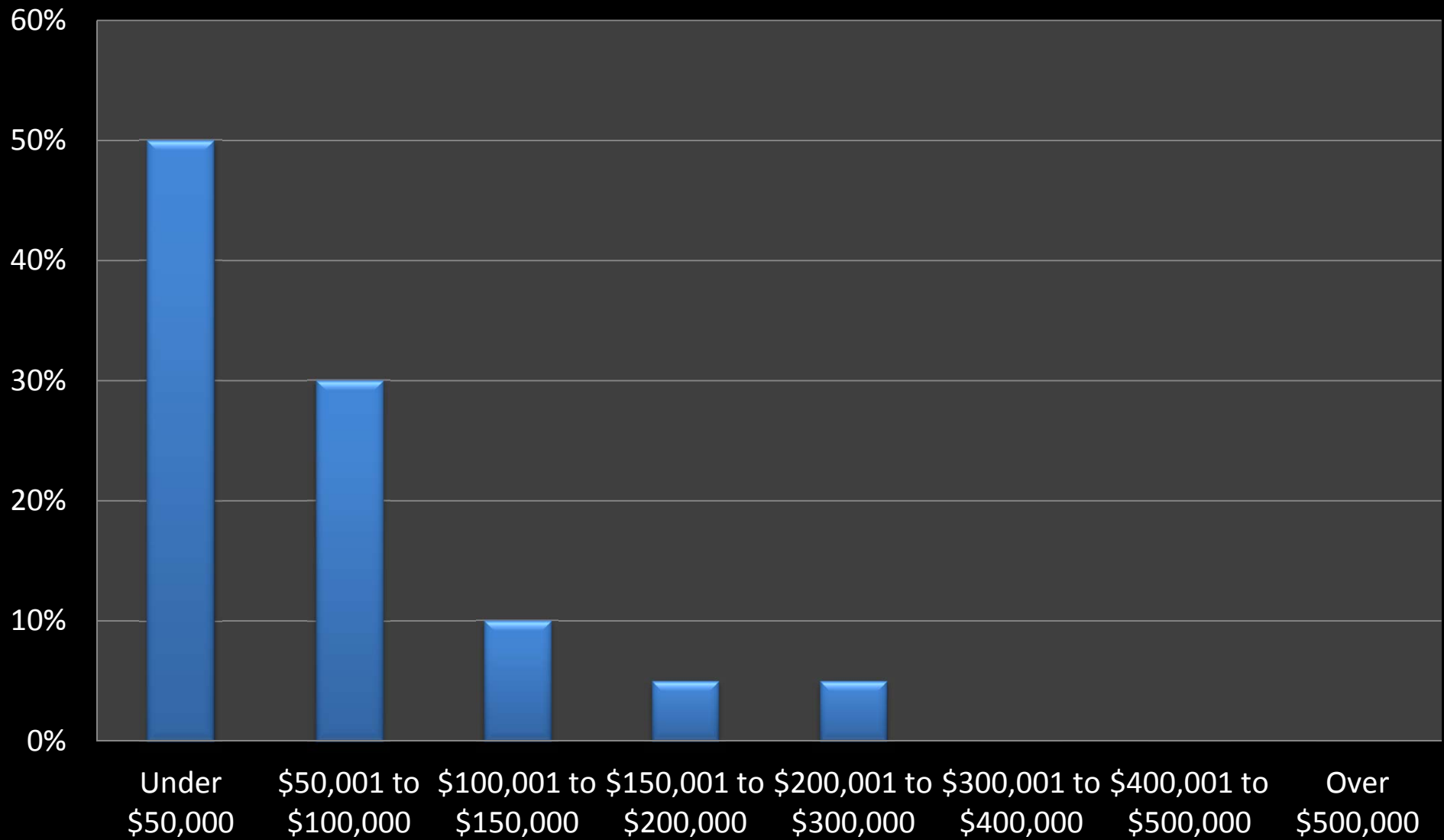
## Merchandise Revenue

Average: \$168,478

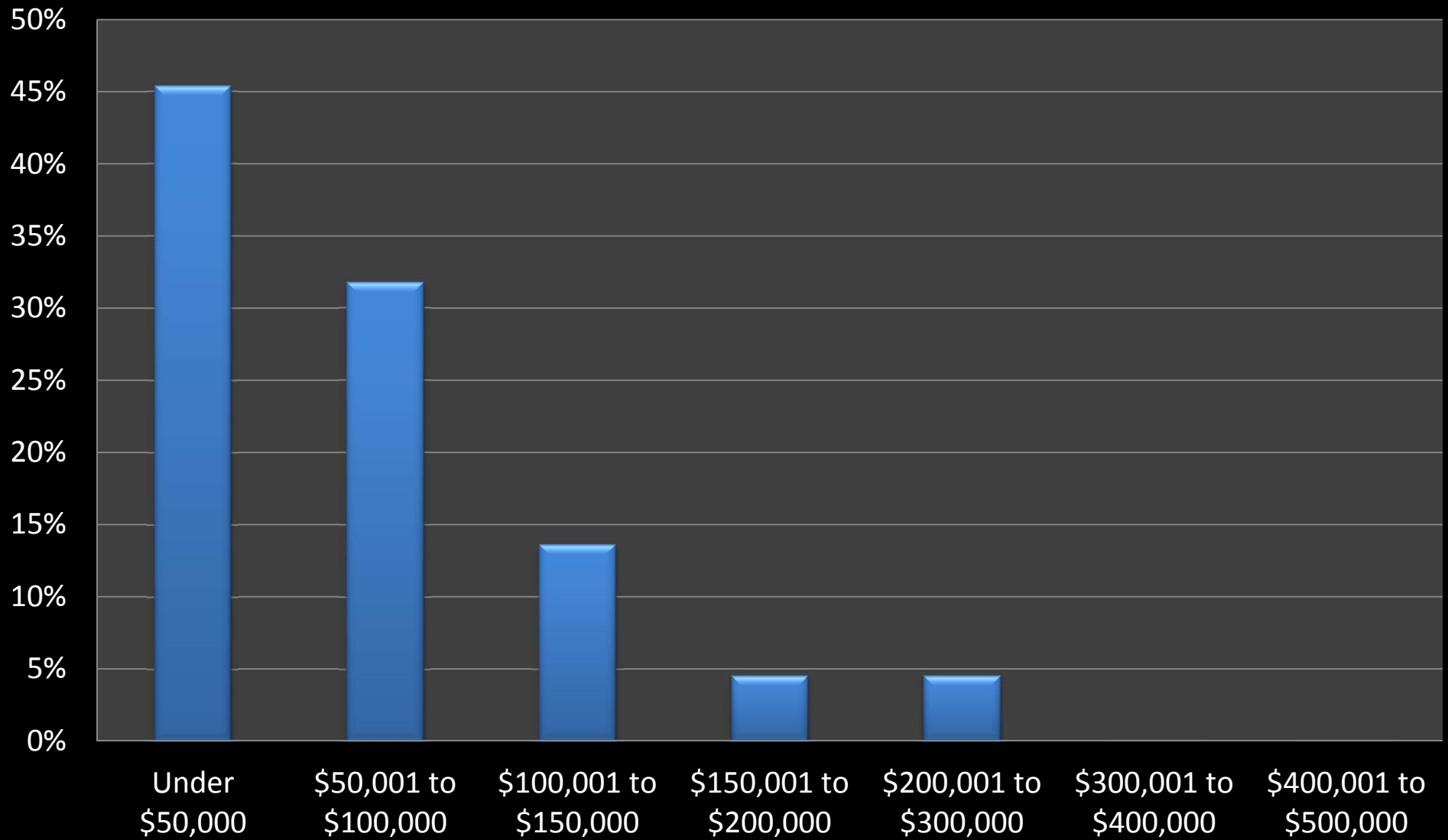


## Range Revenue

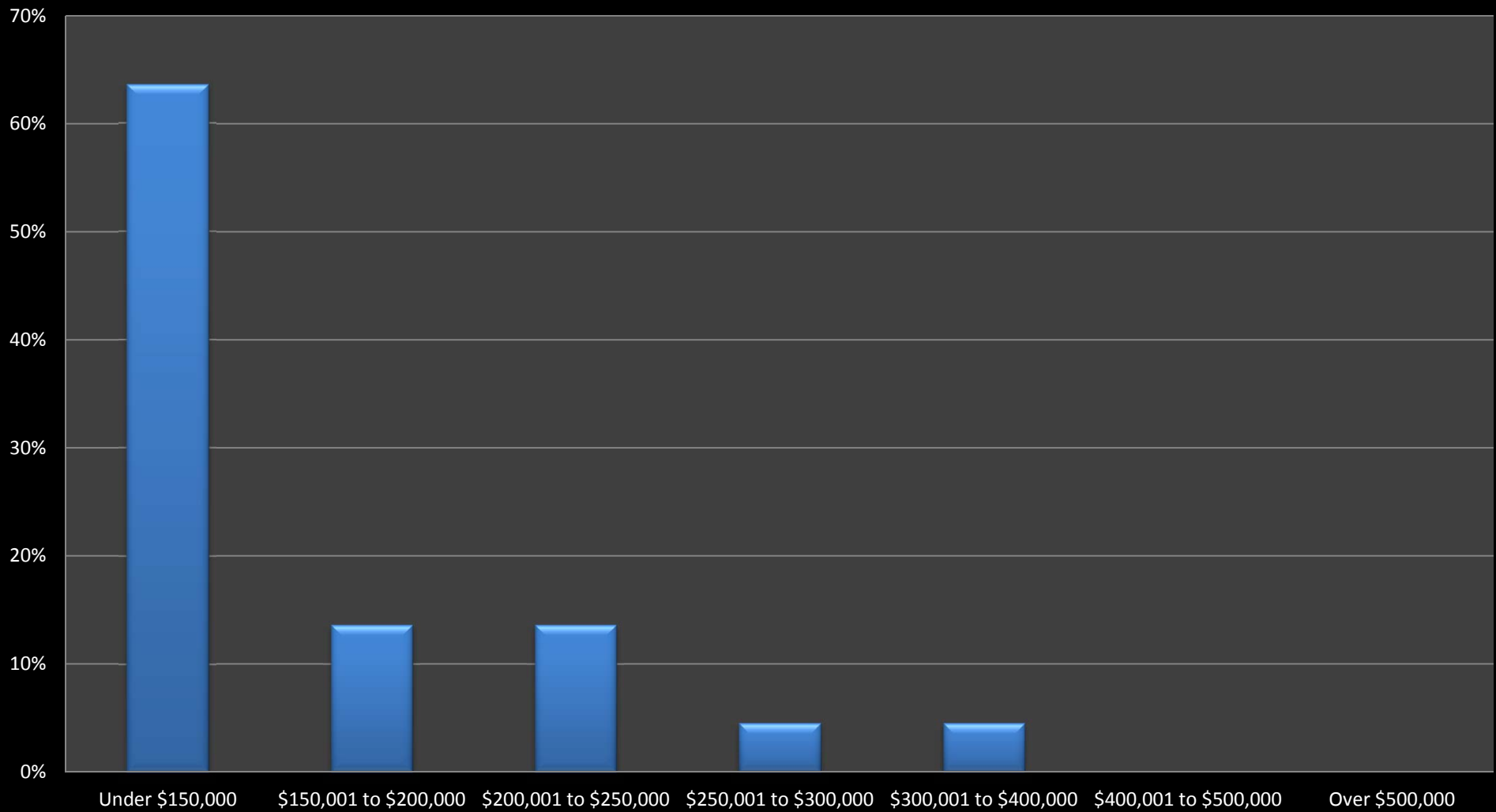
Average: \$59,783



## Food and Beverage Average: \$68,478

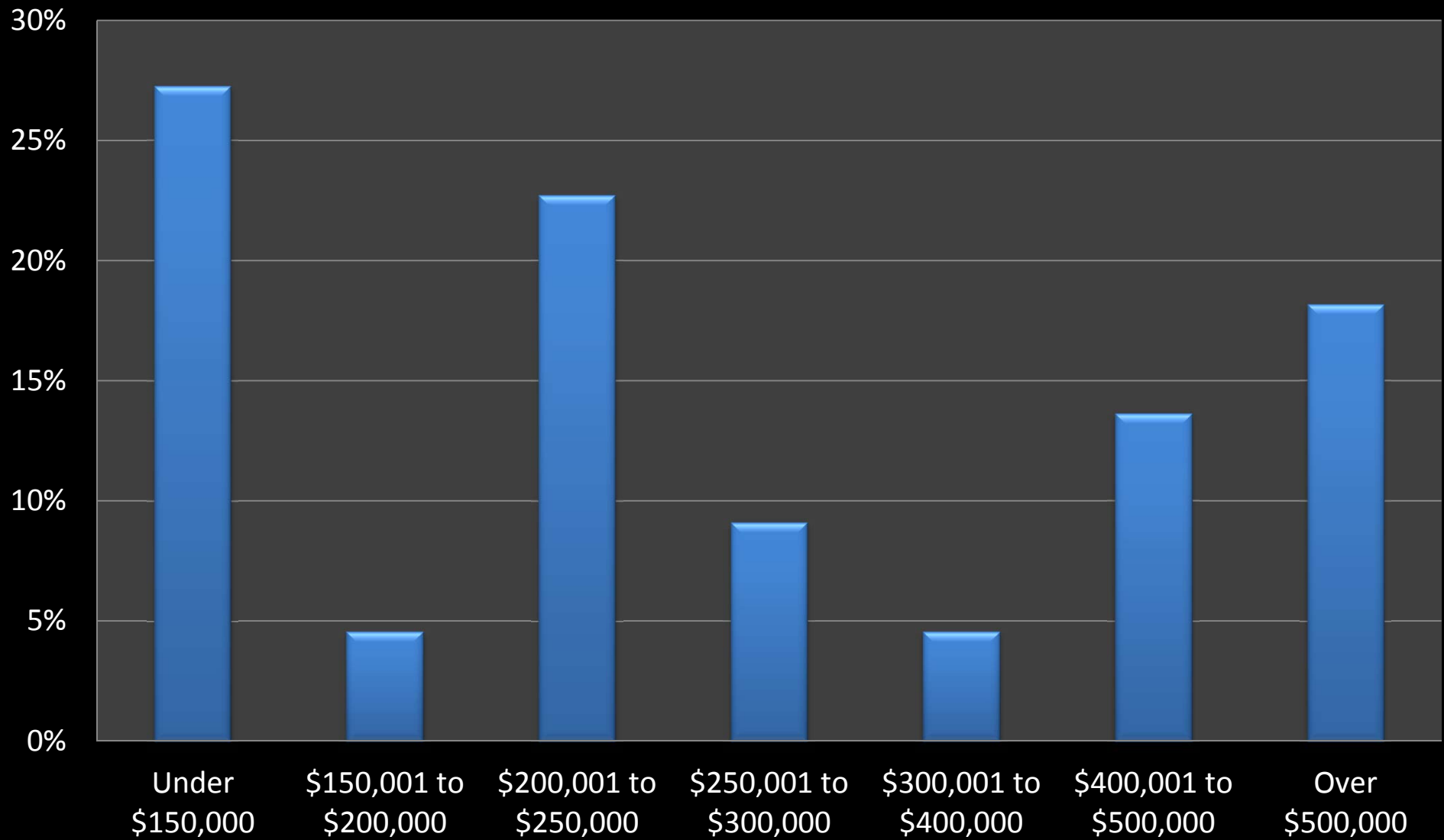


# Golf Course Administration Salary Expense Average: \$146,590



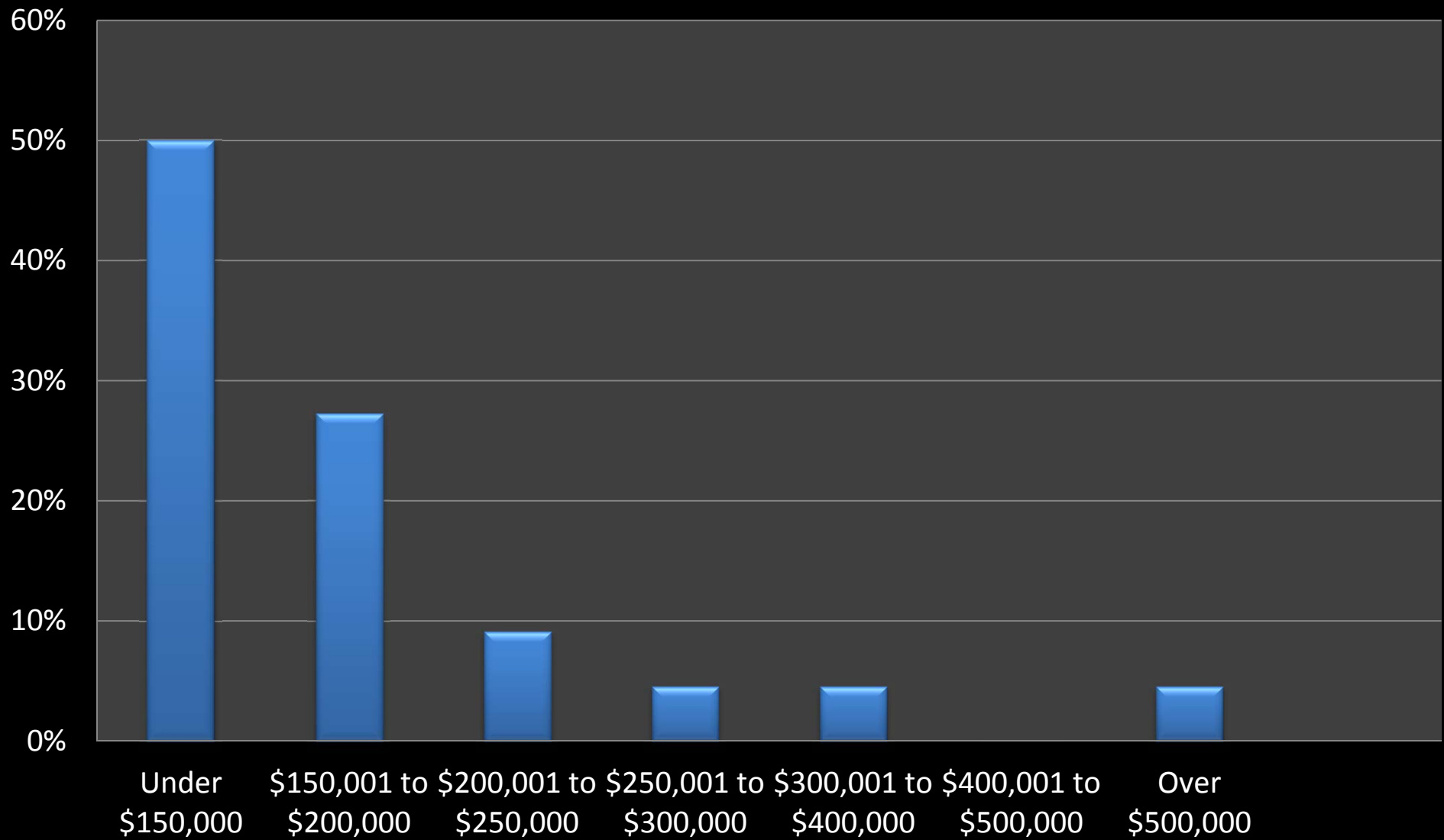
## Maintenance Salary Expense

Average: \$288,636



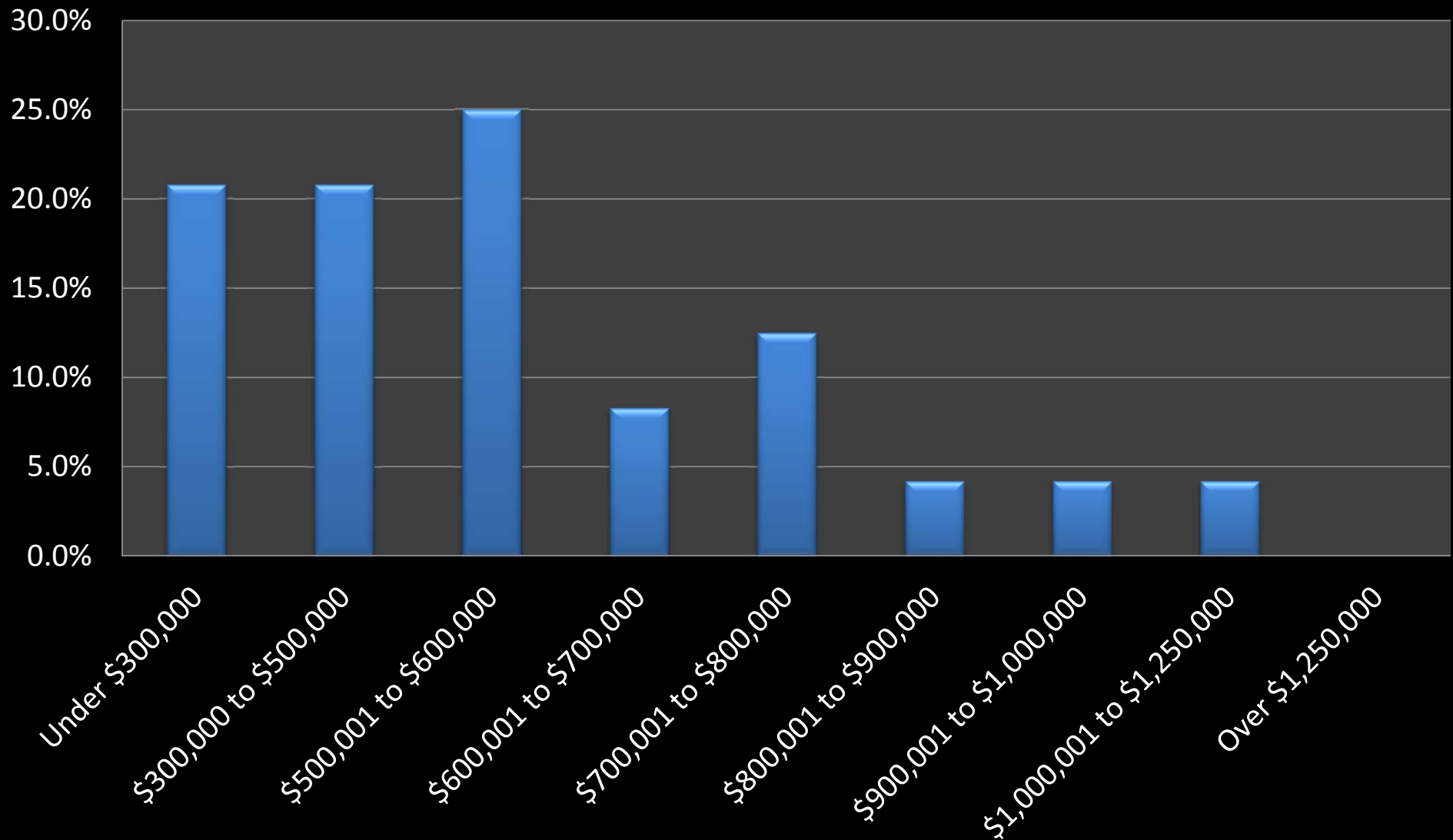
## Pro Shop Salary Expense

Average: \$171,590



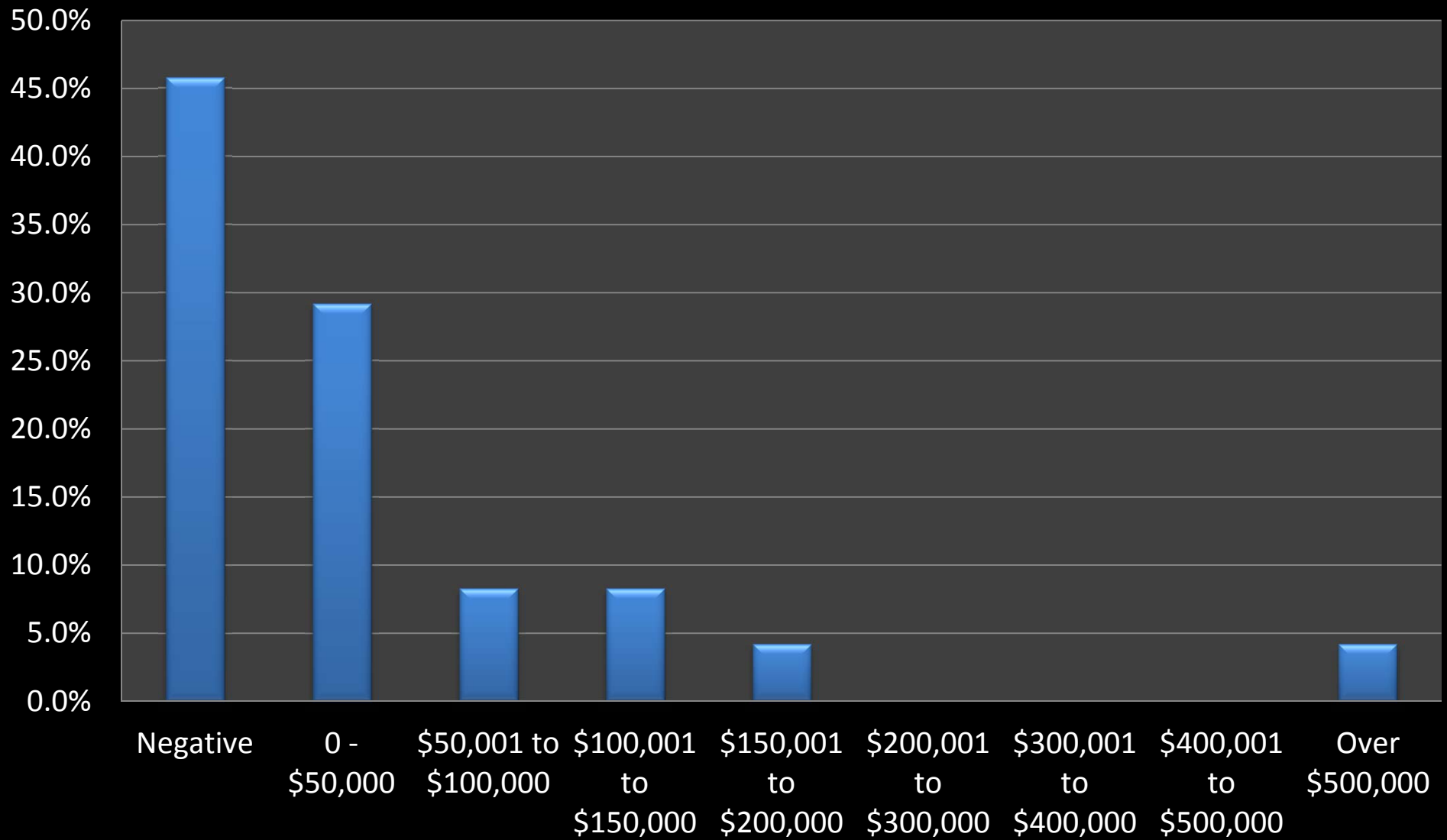
## What is the total maintenance budget per 18 holes?

Average \$543,125



## Net Earnings

Average: \$31,250





What's Important Now



2

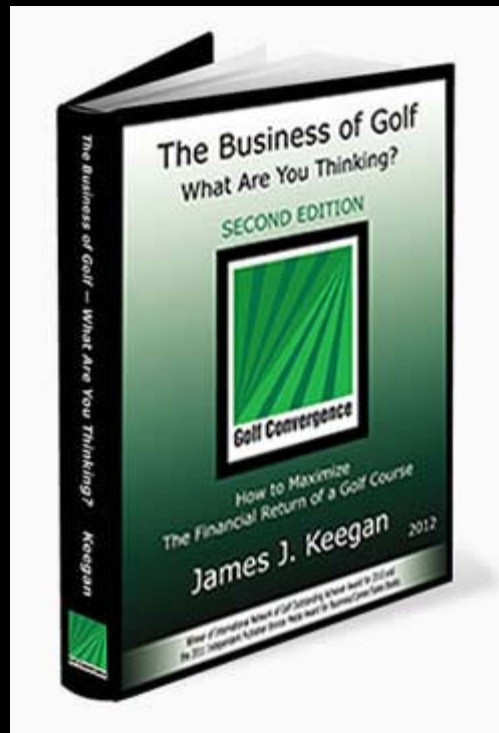
1

3

# TEXTBOOK

## Now Available

### Use Code “Survey20” for 20% Discount



<http://www.golfconvergence.com/textbook-on-the-business-of-golf>  
Over 1,500 copies purchased of the series

# Annual Consulting Service

## \$3,000

Task	Project Plan	Services
10 Hours	Strategic Consulting Guidance & Research	Included
10 Year History	Weather Trends International - Playable Days Study	Included
4	Private Webinar Training Sessions during 2012	Included
Plus - Pick One of the Following Additional Services		
	Strategic	
	Review and Analysis of Current Business Plan	Have You Established a Vision That Is Clearly Communicated in Operational Procedures
	Geographic Local Market Analysis	What is Your Unique Niche Supply vs. Demand
	Tactical	
	Technology Analysis: Website + Social Media + Email Marketing	Are you fully using technology to gain \$25,000 advantage
	Financial Analysis and Benchmarking	Where are the weaknesses in your financial performance
	Operational	
	Maintenance - Labor Study, Equipment Review, Deferred Capital Expenditures	Course conditions are always #1 – is your labor efficiently used and where should your capital investment be allocated?
	Operations – Assembly Line of Golf Evaluation: Secret Shopper	Do the value = experience - price
	Golfer Preference Survey & Loyalty Measurement	How loyal are your customers and where else are they golfing