



Washoe Golf Course

Darin Menante, PGA and Greg Wenzel, PGA

Bell-Men Golf

DBA:MW Golf

Washoe Golf

- Washoe Golf has seen increased play since COVID pandemic began
- 2020 - 44,297 starts
- 2021 – 49,095 starts
- 2022 – 51,300 starts
- We would not be surprised to see a slight drop in participation in 2023 due to economic factors, but believe the programs we have put in place will continue to drive golfers to our facility.

2022 Golf Operation Review

- Total Rounds up over 20% vs. 2019 (pre COVID)
- Total Rounds up 13% vs 2021 and up 4% vs 2022
- League Play has become a mainstay for our golf course. We added a Wednesday Night League in 2022 that saw similar levels of participation to our Monday and Tuesday Leagues
- Men's club and Women's club are well supported
 - Men averaged 85 players per event
 - Women averaged 60 players per event

Demand for Golf in 2022

- With increased play, we have had to create and maintain programs to satisfy new and existing customers
- Junior Golf
 - 3 summer junior golf camps & 1 fall camp (will do 5 next year)
 - Competitive PGA Junior League team
- Clinics
 - TMCC EPIC classes established in 2022 (will continue into 2023)
 - Monthly golf game specific clinics (putting, chipping, full swing, etc.)

2022 Golf Course Maintenance Review

- Drought Resistance Measures
 - Remove and replace “out of play” areas with DG
 - Approximately 1 acre per hole
 - Holes completed #2, #4, #5, #7, #9, #13, #15
- Improvements made to irrigation system
 - Raise and level heads
 - Replace broken or damaged heads
- Remove, level and replace existing tees
 - Hole #5 and #9 in 2021
 - Front and Back Tee for #10 in 2022

Survey of Green Fees

*Discounts for senior player (+62)

Green Fee Survey	Weekday AM	Weekday PM	Weekend AM	Weekend PM
Washoe (2023)	\$54*	\$44*	\$54*	\$44*
Sierra Sage	\$49*	\$32	\$49*	\$32
Wolf Run	\$75	\$60	\$85	\$70
Lakeridge	\$85	\$70	\$95	\$80
Red Hawk	\$80	\$65	\$90	\$75
Toiyabe	\$80	\$60	\$90	\$60
Silver Oak (Carson)	\$65	\$45	\$65	\$45
Eagle Valley (Carson)	\$45	\$35	\$50	\$35

Rates for other golf courses are 2022 rates

2023 Green Fees

Golf Rates	2022	2023
18 Hole AM	\$36	\$37
18 Hole Sr AM	\$31	\$32
18 Hole PM	\$26	\$27
18 Hole Sr PM	\$21	\$22
9 Hole Rate	\$20	\$20

Cart Fees	2022	2023
9 Holes	\$10	\$10
18 Holes	\$16	\$17
Range Fees	2022	2023
Small	\$5	\$5
Medium	\$9	\$9
Large	\$12	\$13

2023 Marketing Plan

- Continue to retain players brought in through COVID growth in 2020-2022
 - Expand Clinics
 - Create more opportunities directed at new golfers, especially through our leagues
- Continue to reach out and partner with local businesses
 - Use league play to showcase local businesses each week
- E-mails, Social Media Posts, Phone App
 - These channels will be used to push programs described above and expand reach through restaurant, merchandise and event promotion.
- Google and Facebook Advertising
 - Specific consumer targeting on each promotion
 - Focus on leagues, tournaments, special events and promotions

Bringing the Community Together

- We want to create an atmosphere where people feel comfortable, welcome and want to return. We feel we've laid the groundwork for that to exist.
- League Play
 - Our weekday leagues are very popular
 - Wednesday Night League was added in 2022
 - Each league averages 120-140 players per week
- Liberty Belle at The Shoe
 - Weekly Wednesday Night Dinners November-March
- Restaurant Promotions
 - Food and Drink Specials to bring locals in during slow times
- Disc Golf
 - RDGA installed regulation Disc Golf Course alongside golf holes
 - Opened in October 2020
 - Average 1000 rounds a year
 - Will continue to refine operation to flow seamlessly with golfers

What's Happening in 2023

- League Play
 - Expect 120+ players per night in each of our Summer Leagues (22 weeks)
 - Fun Format to encourage participation from beginner to advanced
 - All leagues partner with local businesses
- New Ideas for 2023 Include:
 - Expanding our Monday women's group
 - Expanding our Wednesday senior men's group
- Install New Short Course Tees
 - Tailored to senior women and juniors
 - Approximately 1000 yards shorter
 - Most tee markers will be placed in existing fairways

Golf Course Improvements

- Capital Improvement Fund
 - Replaced Cart Barn Roof in 2022
 - Extensive Tree work expected over the next 5 years
 - Continued Irrigation Repair 2022-2023
 - New main filter where water enters property in 2023
 - Proposal to help fund new HVAC system
 - Continue to replace old tee boxes
 - Replace proshop flooring
 - Repair and Replace netting where needed
 - Extensive aerification practices (fairways, tees and rough)



We're looking forward to 2023!

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