

Status Update on Recommendations Made by SCGA

SCGA Ideas

	<b>Is this implemented already?</b>	<b>Problem to implement</b>	<b>Cost Estimate</b>	<b>Revenue estimate or cost savings</b>	<b>Surplus Estimate</b>	<b>REDGATE OPINION</b>
Business sponsors for holes or carts, etc. (1-3 year) get a plaque o “Adopt a hole” concept	No	Need new tee signs. Personnel needed to market to businesses	?	?	Costs are not likely to cover more than the new tee sign.	Has looked into this option but will revisit it again at a later date
Assess improvements needed for wounded vets and pursue grants to fund	No grants available for capital improvements	Building is not ADA compliant	\$900,000 M-NCPPC estimate	0	0	Gives military discounts which has resulted in an increase number of veterans playing the course
Use Community volunteer program to replace paid labor	No	Personnel reliability	0	Variable cost savings	Variable	No luck in finding volunteers but believes this to be a valuable option to pursue. Examples can be seen at some Northern Virginia courses.
Eliminate the need for an in-house golf pro	No	The golf pro acts as a mgr. a mgr is still needed	0	0	0	This would be contrary to what the golf course is trying to promote.
Community Donations in exchange for advertising on course	No	Suggestion not clear (not different than “adopt a hole”)	?	?	?	Has not been explored but may pursue it in the future
Pursue grants to plant native grasses and provide signage and other educational materials on planting native grasses, butterfly gardens	No	Grants not available	N/A	0	0	This has not been explored.

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Ask University of Maryland and/or Montgomery College golf-related programs (e.g., sports marketing program, course mgmt., turf) to provide an internship for the course.	No	Too much competition from private clubs	0	0	0	The course has used students from the U of MD but often they are paid internships and there is no real cost savings to be had by the course.
Eliminate selected bunkers	No	Funding – and reduction in the desirability of the course	\$2,000 per bunker	Some reduced maintenance	?	This is a good idea and can generate a labor savings but there is a cost associated with this option.
Use drought-resistant grasses in the fairways	No	Cost	\$150,000	Marginal savings on water and chemicals	Marginal	Not used by Red Gate
Sell Memberships	No	Little reason to buy with current Reduces revenue	20% to 30% reduction in greens fees per member	0	0	Annual passes are sold, the majority of users play more than the number of rounds of the break even point for the course.
Sligo Loyalty Program	Yes	none	0	Marginal	Marginal	Uses frequent player cards which is a revenue generator.
Lesson packages	Yes	Lessons have to be given at Northwest because of lack of facilities	0	30% of lesson revenue	Already realized	The teaching pro is an independent contractor so the course sees no revenue from lessons.

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Packages for SS hotels & apartments	Yes	none	Advertised in 4k hotel rooms thru in-room attractions directories	\$7,200 cost of advertising for all courses	Already realized	Yes
Sell blocks of rounds	No	Marketing personnel	Payroll and commissions	Marginal	Marginal	Yes, usually for outings
Promote more Leagues	Yes	Availability of players	none	Revenue based on # of players	Marginal	Yes
Target non-traditional golfers through marketing	Yes, Family Golf program	N/A	None	None	Additional players already realized	Tried to stretch advertising across broad channels and into ethnically diverse markets.
Loaner (or rental) club program	Yes	N/A	\$195 per set	\$15 per round	Already realized	Yes
Business outings – tournament packages	Yes	Availability of groups wanting 9-hole tournaments	\$20 to \$35 per person	Employee commission and food cost	Already realized	Yes, tries to do as many as possible
AboutGolf – TheGolfCourt learning facility o Get proposal	N/A	Not commercially available. Still in development				N/A
Small day-time only driving range	No	Capital funding & community acceptance	Variable by size and location			Has a small unlit driving range (10-12 stalls)
Outsource Restaurant Operations	No	Operating agreement restrictions	0	0	0	The Golf Pro is the concessionaire

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Shop consignment - contract out the merchandizing of golf equipment and clothes in the pro shop	No	Operating agreement restrictions	0	0	0	Golf Pro is in charge of golf merchandise and pro shop.
Contract out golf club repair services	Yes	None	Based on repair	Marginal	Already realized	Golf Pro is in charge of this
Reduce senior age to 55	No	Reduction in revenue	0	Negative effect	Negative effect	Lowered the age because NGF reported the largest growth in golfer is btw. 50-59 years old.
Increase base rate to \$20 if MCRA raises other course rates (increase \$1 seniors, \$2 all others)	No	Reduction in number of rounds played	0	Negative effect	Negative effect	N/A
Add signage on beltway or key intersections Install Sligo golf course directional signs at Sligo and University, Sligo and Forest Glen and Sligo and Colesville	No	Research permissibility and available space	Based on signage requirements and size	Marginal	Marginal	N/A
Sister Golf Course in Sligo Ireland	No	Travel difficulties	\$5,000 to \$10,000	Negative	Negative	N/A
Support with speed cameras on Sligo Creek Parkway (pedestrian safety proposal)	No	County regulations, Funds restricted to safety improvements	?	0	0	N/A

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A 50 cent per round charge could be assessed county wide on all courses for the sole purpose of funding the course losing money	No	Increased rates lead to decreased rounds	0	0	Revenue decrease	N/A
Put "in community newspapers and community on-line bulletins, post ads on community and shopping center bulletin boards	No	MCRA advertises in the Gazette; Use email extensively. Open to local papers	Based on ad size and frequency	Marginal	Marginal	Cable and Gazette ads generate the largest response.
Recreation department subsidies for running recreation programs	Currently running programs with recreation department	No funding is available with recreation department	0	\$25 per child for Middle School Golf	0	Yes, runs programs with the City's recreation department
Promote the golf course to as many potential players as possible. Work with military rehabilitation centers to coordinate golf sessions for recovering military personnel. Contact all Girl Scout, Boy Scout, religious school youth groups, Boys and Girls Clubs, public and private school sports programs, summer camp programs, senior communities to be sure they	Yes – 1 <sup>st</sup> Tee, and disabled vets from Walter Reed	Lack of facilities for summer camps and other golf programs	Labor for the events	Marginal	Marginal	Works with MCPS and Montgomery College to offer the course as the home course for the teams.

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are aware of the opportunities for young folks to learn to play golf. Establish a fee schedule for such groups						
Develop virtual golf education lesson plans for teachers/counselors to use in afterschool golf or sports clubs/camps for young people who don't have a chance to get to the golf course.	No	Cost of equipment	\$40,000 per machine plus maintenance	Negative	Negative	N/A
Invite notable players in the area for tournaments to donate time to special youth events at Sligo. Post photos at the club house	No	Availability of personalities, Sligo too small	unknown	Marginal	Marginal	Would be nice but have not pursued this option.
Miniature golf	No	Capital Funding, parks approval, and community acceptance	Variable depending on location	\$120,000	\$84,000	No space on the course but thinks it would be a nice addition
Non-golf activities in off season <ul style="list-style-type: none"> <li>○ Art in the park</li> <li>○ Cross country events</li> <li>○ Cross country skiing for a fee</li> </ul>	No	Liability	Unknown	0	0	Offers cross-country skiing but doesn't charge.

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Signature dish “taste of Sligo” contest	No	None	Unknown	0	0	N/A
Different community groups design and make yard markers that represent their culture	No	None	Unknown	0	0	N/A
Expand patio area for picnics	No	Funding	Unknown	0	0	N/A
Barbeque days during summer	No	None	Unknown	Marginal	Marginal	N/A
Local school art programs design and build placards	No	None	Unknown	0	0	
Develop a short, pictorial history of Sligo Golf Course to display at the golf course to help players know they are part of the course’s long, respected history	No	None	Unknown	0	0	
Develop a bird watching program during off-hours	No	Safety concerns	Unknown	0	0	Unlikely to generate revenue
Operation by M-CNCPPC with support and oversight by Sligo Creek Golf association	No	Contrary to operating agreement				N/A
Continued operation by the Revenue Authority with support and oversight by Sligo Creek Golf Association	No	Contrary to operating agreement				N/A
Operation by Montgomery County Department of Recreation with support and oversight by Sligo Creek Golf Association	No	Contrary to operating agreement				N/A

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Operation by either M-NCPPC or Department of Recreation through a contract with a private operator	No	Contrary to operating agreement				N/A
Operation of a therapeutic golf center for disabled veterans by a new non-profit group formed by state and county departments of veterans affairs, M-NCPPC, Sligo Creek Golf Association, and Walter Reed Hospital	No	No interest from groups and no facilities available				N/A