

Sligo Creek Golf Association- Recommendations for the Course

Ideas to Pursue:

- Define boundaries or limiting considerations (e.g., park policy, insurance, etc.)
- Specify Operating Costs and Revenue goals
 - RFI or RFP for private operator
 - Billy Casper
 - Golf Specialist
- Identify essential capital improvements or schedule for capital improvements
 - Customer survey
 - Quotes from contractors
 - Items that volunteers could address

Suggestions to help decrease operating costs or capital improvement

- Business sponsors for holes or carts, etc. (1-3 year) get a plaque
 - “Adopt a hole” concept
- Assess improvements needed for wounded vets and pursue grants to fund
- Community Volunteer program
 - FoSC plan for landscaping tee boxes, etc.
 - Weed warriors and other volunteer cleanup days
 - Starters and rangers
- Partner with groups like Galaxy golf to offer lessons at Sligo in exchange for discount rates. This would eliminate the need for an in-house golf pro.
- “Skills in Like” Community Donations in exchange for advertising on course
 - Construction
 - Architect
 - Landscaping
 - Irrigation system
 - Marketing
- Pursue grants to plant native grasses and provide signage and other educational materials on planting native grasses, butterfly gardens, etc..
- Use volunteers to plant flowers and native grasses to beautify course, thus attracting more golfers.
- Use volunteers or donated professional services to improve tee boxes, greens and bunkers.
- 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.
- Eliminate selected bunkers.
- Use drought-resistant grasses in the fairways

Suggestions to increase rounds and revenue

- Sell Memberships
 - Business
 - Individual Unlimited
 - Individual Limited
 - Off-season
 - Beginner
- Sligo Loyalty Program
 - Play 3 get 1 free – within same month
- Lesson packages
 - Small group
 - Individual
- Packages for SS hotels & apartments
 - Buy block of rounds to sell to guests
 - Guest cards get \$x discount
 - Rental or loaner clubs available
- Sell blocks of rounds to SS businesses that they can use in their loyalty programs
- Promote more Leagues
 - Off season – e.g., polar bear club
 - Ladies
 - Youth e.g., caddy-in-training programs for young people.
 - Senior
 - Hackers
 - 3 club
- Target non-traditional golfers through marketing
- Loaner (or rental) club program – obtain good quality clubs and advertise don't have to own or drag clubs to course
- Business outings – tournament packages promote with local businesses
- AboutGolf – TheGolfCourt learning facility
 - Get proposal
- Small day-time only driving range
- Outsource Restaurant Operations
 - Eliminates operating costs
 - Ensures fixed revenue stream
 - Costs to improve facility to contractor
- Shop consignment - contract out the merchandizing of golf equipment and clothes in the pro shop.
- Contract out golf club repair services
- Reduce senior age to 55
- Increase base rate to \$20 if MCRA raises other course rates (increase \$1 seniors, \$2 all others)
- Add signage on beltway or key intersections
- Sister Golf Course in Sligo Ireland
- Support with speed cameras on Sligo Creek Parkway (pedestrian safety proposal)

- A fifty cent per round charge could be assessed county wide on all courses for the sole purpose of funding the course losing money due to bad fiscal planning (Little Bennett) or due to socio economic and economy of scale issues (Sligo). Call it a "Golf Legacy Support Surcharge"
- Install Sligo golf course directional signs at Sligo and University, Sligo and Forest Glen and Sligo and Colesville.
- Put "Play Sligo Golf" promotional ads in community newspapers and community on-line bulletins, post ads on community and shopping center bulletin boards
- Recreation department subsidies for running rec programs
- 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, etc. to be sure they are aware of the opportunities for young folks to learn to play golf. Also contact senior communities to encourage them to plan golf outings for their residents. Establish a fee schedule for such groups.
- Develop virtual golf education lesson plans for teachers/counselors to use in after-school golf or sports clubs/camps for young people who don't have a chance to get to the golf course. Are there any already established, respected golf education programs to emulate?
- Invite notable players in the area for tournaments to donate time to special youth events at Sligo. Post photos at the club house.
- Miniature golf

Other Suggestions to Enhance Community

- Non-golf activities in off season
 - Art in the park
 - Cross country events
 - Cross country skiing for a fee
- Signature dish "taste of Sligo" contest
- Different community groups design and make yard markers that represent their culture
- Expand patio area for picnics
- Barbeque days during summer
- Local school art programs design and build placards
- 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
- Develop a bird watching program during off-hours.

Management Alternatives

- Operation by M-CNCPPC with support and oversight by Sligo Creek Golf association.
- Continued operation by the Revenue Authority with support and oversight by Sligo Creek Golf Association

- Operation by Montgomery County Department of Recreation with support and oversight by Sligo Creek Golf Association.
- Operation by either M-NCPPC or Department of Recreation through a contract with a private operator.
- 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