



The City of McKinney's Oak Hollow Golf Course 2016 Annual Report

Steven Clayton, PGA
General Manager/Head Professional
DWW Golf Management LLC.

Presentation Overview

- Organization and Course Strengths
- Areas of Improvement
- Future Opportunities
- Challenges/Areas of Concern
- Questions and Comments

2016 Annual Report

- 2016 Organization and Course Strengths
 - Staff Experience
 - 4 PGA Class A professionals
 - 1 PGA Class B Apprentice
 - Approximately 50 years Oak Hollow experience
 - Entertainment Venue
 - Events and Catering, all time high
 - Course Conditions
 - Marketing Efforts and Partnerships
 - Multiple nominations by NTPGA for “Player Development Award” for increased participation and introduction of new golfers to the game, over 300 annually

2016 Annual Report

- Staff Overview – Committed Oak Hollow Experience
 - David Willey, Owner, DWW Golf Management LLC
 - Mike Watson, PGA, GM and Head Professional
 - Steven Clayton, PGA, Director of Instruction
 - Casey O’Conner, PGA, First Assistant Professional
 - Shane Parker, PGA Apprentice Assistant Pro
 - Mike Baur, Superintendent, GCSAA

2016 Annual Report



2016 Annual Report



2016 Annual Report



2016 Annual Report



2016 Annual Report

- Marketing Efforts and Partnerships
 - Partnership NBC Universal/GolfNow, the premier Reservation agent in Golf Industry through 2018
 - New website/mobile app currently being built
 - Avid Golfer magazine and Passbook participation

2016 Annual Report

- Areas of Improvement
 - Capital Improvements
 - Necessary for competitive edge
 - Competition, i.e., Plano, Allen, Richardson, Dallas and Carrollton, substantial investments in course improvements
 - City Supplements
 - Ex. City of Allen charged reduced green fees after substantial flooding damage from late spring weather

2016 Annual Report

● Future Opportunities

- Men's Golf Association, "MGA", over 60 members
 - Monthly tournaments
- Women's Golf Association, "WGA", over 45 members
 - Diamonds in the Rough tourney, 120 participants
 - Reciprocal play in Metroplex with other WGA Groups
- Teaching/Growth of Game
 - Get Golf Ready Adults & Junior Summer Golf programs
 - Over 500 participants annually
- Tournaments, Weddings, Birthday Parties, Organizational Meetings and retirement celebrations

2016 Annual Report

- 2016 Challenges/Areas of Concern
 - Irrigation System
 - Antiquated system presents repair and maintenance challenges
 - Less than optimum course conditions
 - Competitive disadvantage
 - Lifespan of Greens
 - Industry experts cite average lifespan of 20 years
 - Current age of 20 years
 - Grass will thin and become weak over time
 - State of Golf
 - National averages show reduction in participation
 - Record spring rainfall, slight reduction in play

2016 Annual Report

- Questions and Comments ...