



PROS Advisory Board Report
July 2014
Mike Watson, PGA General Manager

Monthly Highlights:

Greens were cut to remove excess thatch and top dressed with sand

Tuesday Night Scrambles averaging 54 participants weekly

Welcome rain has the course in top condition!

• Events:

On July 2nd, the North Texas Junior PGA Ewing Tour visited Oak Hollow along with 75 junior golfers from across the Metroplex. Juniors, Boys and Girls, competed in 4 different age groups. Youngsters and beginners played a nine hole event. More experienced players competed over 18 holes.

The Richardson Senior Golfer Association travels and plays municipal courses throughout the North Texas area. In July, they visited Oak Hollow with over 50 players. The “most senior” of the group is 84 years young. It should be noted that Oak Hollow is in their rotation two times per year.

In late July, we held our second Get Golf Ready tournament. To play, participants must have attended one of the previously held Get Golf Ready classes. These tournaments are an excellent opportunity for new players to play in a Scramble/Best-ball event with folks of similar skill level. The tournament format replicates those typically used in corporate outings and fund raising events. We had 35 participants that braved 100 degree heat for the nine hole event.

The OHTPA held its annual Red, White, and Blue tournament this month in celebration of July 4th. A unique format, where players play six holes from the Red tees, six holes from the White tees and six holes from the Blue tees. Strategy is key, because players get to choose which holes they will play from each tee box. The only limitation is that they play six of each.

Get Golf Ready Tournament Action



Sara Price and Jim Gerry teeing it up. Combined golfing experience is 10 months!

• **Food and Beverage:**

July 2014 Sales \$ 16,704 (17 % of total revenue for the month)
July 2013 \$ 21,300

Merchandise:

July 2014 Sales \$ 7950
July 2013 \$ 7250

Miscellaneous:

- July 2014 revenue is \$100,148
- Average for the month is \$114K
- July 2013 revenue was \$124,540
- 27 days of operation, compared with 31 days in 2013
- Some welcome rain caused downturn in rounds played

Maintenance Programs:

- De-thatch and top dressing of greens complete
- Weed control program with focus on roughs, started in July
- No alterations to irrigation schedule due to welcome rain
- Well Pump replaced and depth modified to meet changes in aquifer depth

Golf Course Programs:

- Summer Golf/Swim camps in progress.
- Summer Junior Golf Academy in progress
- Get Golf Ready Reality class continues
- A/G Ideal Golfer scheduled

Completed Events:

- 7/2 NTPGA/Ewing Junior Tour – 75 Players
- 7/15 Richardson Seniors Association – 50 players
- 7/18 OHTPA Red/White/Blue – 50 players
- 7/27 Get Golf Ready Tournament #2 – 35 players

Upcoming Events:

- 8/14 Richardson Seniors Association – 50 players
- 8/16 OHTPA Two-person Best Ball – 60 players