



The City of McKinney's Oak Hollow Golf Course 2015 Annual Report

David Willey
Owner
DWW Golf Management LLC.

Mike Watson
General Manager,
PGA Head Golf Professional

Presentation Overview

- 2015 Accomplishments and Challenges
- Course Impression and Conditions
- Marketing and Management
- Events and Catering
- 2016 Goals
- Staff Overview
- Questions and Comments

2015 Annual Report

- 2015 Accomplishments and Challenges
 - Unprecedented rainfall and weather
 - Days of Operation – lowest in history
 - Increased focus on creating “Entertainment Venue”
 - Recognized by NTPGA as “Player Development Award Nominee” for increased participation and introduction of new golfers to area

2015 Annual Report

- Course Impressions and Conditions
 - Weather and Days of Operation has positive impact on course conditions
 - Grass Coverage Program, 100% coverage
 - Tree additions focused on Wilmeth Road
 - Continued Tree Pruning throughout 135 acres
 - Completed Sod installation efforts on Hole #6, #10 and Driving Range Mounding

2015 Annual Report



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- Management and Marketing
 - DWW Golf Management LLC., and City of McKinney finalized/renewed contract through 2018
 - Partnership NBC/GolfNow, the premier Reservation agent in Golf Industry through 2017
 - Upgraded computer services including POS, website and service capabilities
 - Avid Golfer magazine participation
 - New Merchandise floorplan and fixtures

2015 Annual Report



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- Events and Catering Services
 - All catering for events performed “in-house”
 - Event sizes 30-150
 - Focused on increased events/catering opportunities
 - Tournaments, Weddings, Birthday Parties, Organizational Meetings and even Concerts

2015 Annual Report



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- 2016 Goals
 - Pond Dredging project
 - Equipment replacement
 - Grass Coverage and weed control programs
 - Driving Range improvements
 - Aggressively market to new opportunities created by area course closures

2015 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
 - Mike Baur, Superintendent, GCSAA

2015 Annual Report

- Questions and Comments ...