



**PROS Advisory Board Report**  
**August 2014**  
**Mike Watson, PGA General Manager**

**Monthly Highlights:**

Avid Golfer offer completed in August, generated additional 7K in revenue

Kids are back in school, ISD practice schedules are completed

All summer Junior Programs are complete, over 100 campers in attendance

**• Events:**

The Richardson Senior Golfer Association travels and plays municipal courses throughout the North Texas area. In August, they visited Oak Hollow with over 50 players. This is their second visit of the year, with last month being the first. Negotiations are underway for the group to visit Oak Hollow and additional two per year!

In late August, we held the first Get Golf Ready Reality class. This class was developed to expose new golfers to the experiences that really happen on the course. This is in complete contrast to the perfect flat shots that they practice on the driving range. Experiences included fairway and greenside bunker play, how to get out of the trees by hitting low shots, high shots around the greens, tall grass, dirt, uphill and downhill lies. A great class with real world application! Fun too!

The OHTPA held its annual Two-person Better-Ball event. This is where each team members plays their own ball and the lower score is recorded as the team score. 80% of player handicaps are used and applied per hole. The event was rain shortened to nine holes. The top two finishers in each flight were crowned!

## Get Golf Ready Reality Class



### Get Golf Ready Reality class graduates – August 2014

Participants got experience what really happens in a round of golf. In other words, they were exposed to all the shots other than nice and flat lies! Under trees, uphill, side hill, and downhill, fairway and greenside bunkers. A true exposure to a regular round of golf.

#### • Food and Beverage:

August 2014 Sales \$ 18,235 (16 % of total revenue for the month)  
August 2013 \$ 19,886

#### Merchandise:

August 2014 Sales \$ 7877  
August 2013 \$ 8606

#### Miscellaneous:

- August 2014 revenue is \$113,759
- Average for the month is \$ 96K
- August 2013 revenue was \$111,423
- 29 days of operation, compared with 31 days in 2013
- Some welcome rain caused downturn in rounds played

### **Maintenance Programs:**

- Full-time mowing – all hands on deck!
- Weed control program with focus on roughs, completed in August
- No alterations to irrigation schedule due to welcome rain

### **Golf Course Programs:**

- Summer Golf/Swim camps complete.
- Summer Junior Golf Academy complete.
- Get Golf Ready Reality classes continue – 30 + Fall participants
- A/G Ideal Golfer special completed – 7 K revenue generated

### **Completed Events:**

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

### **Upcoming Events:**

- 9/9 Tuesday Night Scramble ends – 50 + players
- 9/13-9/14 T&T 2-person Scramble – 100 players
- 9/17 MISD Boys Oak Hollow BBQ Tourney – 100 players
- 9/20 Cornerstone Christian Golf Fundraiser – 100 players
- 9/13-9/14 T&T 2-person Scramble – 100 players
- 9/24 MISD Girls Oak Hollow BBQ Tourney – 70 players
- 9/27-9/28 OHTPA Tour Championship – 40 players
- 9/27 DIVATA Company Birthday Party – 120 attendees