



Introduction

The Wildewood Club is a multi-sport facility located just off Pembina Highway in north Fort Garry. One of its features is a challenging, picturesque 9-hole golf course minutes from both downtown and large residential areas in south Winnipeg.

Like all golf courses, the Wildewood Club is seeing changes in its membership and in golfers in general. A semi-private club, the course is open to members and casual golfers alike. As in past years, in 2009, the Club offered golf packages to non-members in order to increase the number of golfers using the course and to maintain revenue. The packages were popular. We sold 497 9-hole packages at \$200 for 12 games and 40 18-hole packages at \$350 each. Members of the Advisory Committee now have to decide whether to offer packages next year. A straw vote held in August showed the committee divided in half: 50% want to scrap packages, 50% want to retain packages. The committee members wanting to scrap packages believe that without packages, more people will pay for full memberships. The committee members who want to retain the packages feel that the habits of golfers are changing and that we have to offer more options to keep the revenue up.

Project Goals

1. To retain current golf members
2. To attract enough new golfers to keep the golf course financially sustainable.

Project Objectives

1. To determine whether we should sell golf packages next year.
2. To determine the golf course's current strengths and weaknesses.

Project Stakeholders

- Wildewood Club Advisory Committee Members
- Golf Pro
- Golf Members
- 2009 golf package purchasers
- Casual golfers

Who should participate in the evaluation? All of the above

Who needs the information from this evaluation and will see the results:

- Advisory Committee
- Golf Pro

Project Outcomes

1. An immediate outcome is the Advisory Committee will have increased information on how members feel about the way the course is being run and on the sale of golf packages.
2. An intermediate outcome is that the committee and the golf pro will have more information to set fees and policies for next year's golf season.
3. An ultimate outcome is that the members feel an increased sense of ownership and belonging to the club and retain their memberships.

Evaluation Questions

1. How satisfied are our members with how the golf course is being run?
2. How do our members feel about golf packages?
3. Will we lose members if we continue to offer golf packages?
4. Will package golfers become members if we stop offering golf packages?
5. If we continue to offer golf packages, what form should they take?

Evaluation Results

Tool: a 10-question survey offered through Survey Monkey and in hard copy
How was the tool used: I collected the email addresses of all the 2009 golf members (87) and those of some of the package golfers (21). I sent them all a message about the survey with the link to our survey on Survey Monkey, I made 20 hard copies and left them in the Club office and the Pro Shop.
From whom was the data gathered? We received 60 responses on Survey Monkey and 2 hard copies.
What are the main results obtained from the data: <ol style="list-style-type: none">1. 90% of the respondents were Wildewood Club members, 8.5% were package golfers and 1.5% were casual golfers2. 85% of respondents golf twice a week or more3. 93% rate the value of their Wildewood golf experience as good (30%), very good (43%) or excellent (20%)4. 98% felt that our golf course is well-maintained: 84% felt that our Pro Shop is well run; 46% felt we offered a good variety of golf options,5. 68% felt that the clubhouse could be run better; 11% felt we could do better with our golf options; 98% felt that we needed to improve our food and beverage services.6. 83% chose options that include golf packages.7. 53% would like to see restrictions on the times that packagers are allowed to play.8. If the Club offers golf packages next year, 77.5% of respondents will still return as members, 19.7% will buy packages and 3.6% will pay individual green fees9. If the Club doesn't offer packages next year, 88% of respondents will return as members, 8.3% will pay individual green fees and 3.6% will go elsewhere.

Evaluation Questions and Answers

Evaluation Question: How satisfied are our members with how the golf course is being run?
Answer: <ul style="list-style-type: none">• 93% rate the value of their Wildewood golf experience as good or better• 98% felt that our golf course is well-maintained:• 84% felt that our Pro Shop is well run;• 68% felt that the clubhouse could be run better;• 98% felt that we needed to improve our food and beverage services. Overall, members feel that the golf course is being well run. We have already addressed problems with food and beverage service and have begun dealing with clubhouse issues.
Evaluation Question: How do our members feel about golf packages?
Answer: 83% of respondents would like to see our golf options include packages, but 53% would like to see restrictions on the times packagers are allowed to play.

Evaluation Question: Will we lose members if we continue to offer golf packages?
Answer: A few. 90% of the respondents were Wildewood Club members this year. If the Club offers golf packages next year, 77.5% of respondents will still return as members, 19.7% will buy packages and 3.6% will pay individual green fees.
Evaluation Question: Will package golfers become members if we stop offering golf packages?
Answer: Not enough package golfers participated in the survey to come to a reliable conclusion. 90% of the respondents were Wildewood Club members this year. If the Club doesn't offer packages next year, 88% of respondents will return as members, 8.3% will pay individual green fees and 3.6% will go elsewhere.
Evaluation Question: If we continue to offer golf packages, what form should they take?
Answer: 45% of respondents would like to see the Club offer memberships, individual green fees, and 9-hole and 18-hole packages, another 29% would like a variety of memberships plus packages. 53% would like to see packages restricted to the same times as casual golfers (e.g. after 10 am weekdays, after noon on weekends), 21.5% would like packagers allowed to play any time other than closed tee-times.

Conclusions

The evaluation was successful in answering the questions and giving the Advisory Committee some direction in their planning for next year's golf season. Members were given a chance to voice their opinions and play a part in future planning.

