



The Bridges at Springtree Golf Club Annual Marketing & Programming Plan 2019-2020



PHILOSOPHY AND APPROACH

With over 50 combined years of Managing and owning public golf courses, our marketing plan comes from years of experience. We focus on specific needs to maximize our operations, with an understanding that a golf course is much more than just a place to play the sport. Often, the golf course represents a key and focal community amenity that should service the sporting and recreational needs of as many residents as possible. In 2019-2020, our plan is to add to the already strong community minded activities in place at The Bridges at Springtree Golf Club with several key non-golf community and family inclusive programs. A marketing plan for The Bridges at Springtree Golf Club includes a plan for golf revenue growth and success, as well as articulating the practices of developing non-golf participation and revenue generating programs from the community and region.

Our approach with the marketing initiatives at The Bridges at Springtree Golf Club follows the path that we have built over the last 9 years of hard work and execution. We expect our efforts to be varied, cost effective, take place year-round, and deliver a return on marketing investment that is acceptable. As a general trend in our business, our shift and focus in advertising and marketing spending is digital distribution leveraging technology and social media for maximum effectiveness.

RESEARCH

A marketing plan is a business necessity, outlining the goals and objectives of the business while further articulating the specific actions necessary to accomplish those goals. An annual marketing plan sets the expectations for revenue success each year. Collaboration is key throughout the annual campaign as unexpected trends, competitive pricing pressures, and unexpected conditions all emerge that require a modification to our plan. It is impossible to draft and deliver a specific marketing plan without the necessary information critical to the process of development. Data and knowledge of the market shape our strategies and marketing philosophy at every course we manage. At this point, we recognize and monitor our playing patterns daily, weekly, and monthly. We spend much of our time managing our tee sheet to maximize daily play.

We have partnered with multiple golf courses on a Premier Card, which targets market segments both geographically and demographically, and attracts potential patrons to the property. Every golf course has its own distinct personality, competitive advantages, opportunities, and weaknesses. Our strengths are the condition of the course and our reputation for outstanding customer service. We employ a very “hands-on” approach to researching the historical performance of the golf course. Our sales and marketing efforts are designed to position our golf courses to capture as much market share as possible within our targeted demographic profile and to engage City of Sunrise residents, visitors, businesses, key Community groups and organizations. Our local market knowledge includes: Comprehensive understanding of the competition in this market, expert knowledge in local golf rates and membership types, very strong relationships with the existing schools, groups, clubs, leagues and golf community

leaders. We also have experience with the media and newsprint publications servicing the area, with an understanding of which publications result in positive results that meet our expectations of advertising.

Our annual plan is designed to be the starting point for a sound business model and revenue plan. We consider our plan fluid and dynamic with an expectation that it will be changed and altered as necessary throughout the year. These modifications to our plan create a document that will serve as our roadmap and source of historical information needed for future planning and success.

OUR CUSTOMERS

Annual Memberships - to promote frequent players and discounts for residents.

Daily Fee Golfers - purchasing golf from public facilities.

Senior Golfers - weekday emphasis for rounds volume.

Value Golfers - afternoon/twilight golfers looking for a high perceived value relative to cost.

Weekend Golfers - both casual and beginner weekend golfers looking for morning tee times at affordable price.

Women Golfers - social and welcoming golf for women.

Junior Golfers - afternoon and weekend primarily beginners for entry into the game.

Service Personnel - (Military, Fire, Police, Paramedics etc.) are offered discounted rates.

Veterans - All veterans play for free on Veterans Day.

BRAND MARKETING

These advertisements focus on branding the course. Continuing to maximize our ability to get players to return through effective and efficient advertising campaigns.

Comcast Television Commercials

Our television commercial is our most effective form of brand marketing. Our commercials run on the golf channel in the markets of Coral Springs, Margate, Parkland, Davie, Weston, Sunrise and Plantation during the months of January, February and March, a total 2972 ads in the 2019 season. Though this will not be price specific, it does a great job branding and introducing the club to golfers.

Banners on University Drive and Oakland Park Boulevard

Banners draw attention to the location of the facility with contact information advertised on them.

Social Media

We have a strong social media plan and execute social media posting and stories on our golf club social media sites several times a week, integrating stories and pictures from tournaments into our Facebook and Instagram feeds seamlessly and extremely fast. Social Media is an important vehicle that allows customers to feel connected to our golf courses, strengthening our

relationship and loyalty. We utilize Facebook and Instagram to ensure we are reaching the online community.

MAJOR ADVERTISING ACTIONS

Actively monitor and adjust our online pricing on our website and all third-party sites (Golf Now, Canam, etc.) to ensure we are driving rounds volume into underutilized time frames and creating inventory where we have our most/highest demand for golf.

Golf Now/Golf 18/Golf Book

Constantly have a presence in the Internet Golf database offering affordable golf rounds via online booking engines. With onsite Price Point Incentives/Bundling we are looking to take advantage of spikes in demand and high tee sheet utilization. We will be creating bundled service incentives that pair golf with add-on services. These incentives will be day and product specific.

Constant Contact

We distribute email messages that maximize our ability to sell events and function to keep the subscribed player informed. Every month, we will reach both the people who have visited our website and those in the region with an interest in golf with a message regarding The Bridges at Springtree Golf Club.

Canam.com Website

Constantly have a presence in the Canam.com website database offering affordable golf rounds via the internet to fill unsold tee times.

Utilities flyer Insert

November and May send an 8.5" x 11" flyer insert promoting the facility with offers for the Sunrise residents to encourage patronage and exposure of the facility.

NON-GOLF COMMUNITY EVENTS

Yoga on the Green

Once a month, host a free yoga class on the practice facility. Advertise the event with social media from our email data base, and in the facility with event flyers in the Pro shop and an advertisement run in the Tee Times publication.

PGA HOPE

Summer 2019, PGA HOPE is a program designed to provide local military veterans with an opportunity to learn the game of golf as form of rehab from local PGA Professionals. PGA HOPE provides golf as a therapeutic rehabilitation tool for all military Veterans.

Our Head Professional Susan Boyer and PGA Professional Louie Bartoletti volunteer for the classes which are hosted by golf courses in South Florida. The Bridges at Springtree Golf Club is a host venue and we host 2 events a year. In addition, we offer a member cart fee to all participants of the PGA Hope program to return and play at The Bridges at Springtree Golf Club. Advertise the event through the PGA of America.

HOSTING OF JUNIOR GOLF EVENTS PROGRAMS

Junior Golf Association (JGA) of Broward

The Bridges at Springtree Golf Club is a host facility for JGA for 60 junior golfers playing 3, 5 and 9 holes. 2020 dates - Monday June 18, 2020 and Monday July 23, 2020.

South Florida Professional Golf Association (SFPGA) Junior Team. (The Owls)

A team golf event for young golfers from the ages of 8-14. This creates a team atmosphere not much different than what you see in soccer and baseball leagues. Similar to other youth sports, teams have a weekly practice where golf instruction is provided by our PGA Professional, Mike Freglette. Space is limited as the program is new and we now have two teams representing The Bridges at Springtree Golf Club. The events are 9-hole best ball events. We sponsor the golf team by supplying logo golf shirts for each player, we also supply golf equipment to any student that needs it. We are also a host facility for the program, which runs from May to June each year.

Piper High School Golf Team

Piper High School Golf Team uses The Bridges at Springtree Golf Club as their home golf course to compete against other high school teams each year in the fall. We sponsor the golf team by supplying logo golf shirts for each player, we also supply golf equipment to any student that needs it. We offer instruction for the players from our Head Professional, Susan Boyer. Each member of the golf team can use the facility for free for practice. The Piper High School Team uses the facility for their home matches.

Bair Middle School Team

Bair Middle School Golf Team will use The Bridges at Springtree Golf Club as their home golf course to compete against other high school teams each year in the fall. We will sponsor the golf team by supplying logo golf shirts for each player, we also supply golf equipment to any student that needs it. We offer instruction for the players from our Head Professional, Susan Boyer. Each member of the golf team can use the facility for free for practice.

Nova Southeastern University Golf Team

The Bridges at Springtree Golf Club is one of the practice facilities for the Nova Men's and Women's Golf Teams.

Barry University Golf Team

The Bridges at Springtree Golf Club is one of the practice facilities for the Barry University Women's Golf Team.

HOSTING OF GOLF EVENTS PROGRAMS

Winter Bloody Mary Scramble

Host a golf scramble tournament with food annually during the peak season. Average of 100 players per event. Advertise the event with social media, from our email data base, and in the facility with event flyers in the Pro shop.

Folds of Honor Charity Scramble

Host a charity golf scramble tournament with food and prizes every year for the Folds of honor. This is a joint initiative of The PGA of America, United States Golf Association and the Folds of Honor Foundation.

The funds raised will go to The Folds of Honor Foundation which is committed to serving the families of our military heroes by providing the financial opportunity to pursue higher education. This will be our 8th year of doing this and have raised over \$25,000 and have been ranked as a top performer (in top 200 out of 1200 participating golf courses)



Top Performer 2013, desk plaque and 2014, 2015, 2016 and 2017 shown above.

Outside Tournaments

Hosting outside corporate, charity and individual golf tournaments. Offer tournament packages through Canam.com and contact local companies about hosting a team building tournament. At the beginning of the “snow bird” season contact all previous parties that have hosted tournaments here (Sunrise Lakes all phases, Hawaiian Gardens all phases, etc.) and set up a complimentary 9-hole scramble and glass of wine to visit the facility and have the chance to offer information on upcoming events and collect emails for the data base. Advertise the Facility with social media and ads in Tee Times.

OFF PROPERTY COMMUNITY EVENTS

City of Sunrise 4th of July Parade

Participate in the City of Sunrise 4th of July parade.

Taste of Sunrise

Set up food station and offer complimentary food samples to promote The Bridges at Springtree Golf Club restaurant.

CUSTOMER INTERACTION

We will make every effort to consistently improve the guest experience in a way that makes playing golf at The Bridges at Springtree Golf Club a different experience when compared to our competition.

Customer Survey Quarterly

Give out customer survey to each person who checks in to play golf and each person who eats in the restaurant for the first week of every quarter (October, January, April & July). Guidant will collate survey responses to show overall performance.

The Management and staff of The Bridges at Springtree Golf Club want to ensure that your visit today and in the future was and will be a great experience. We take pride in providing you with great course conditions, customer service and an excellent dining experience. Please share your comments with us so that we can evaluate how we are doing. Thank you for taking the time to answer the following questions.

	1. POOR	2. FAIR	3. AVERAGE	4. GOOD	5. EXCELLENT
1. The greeting from Springtree staff was	1	2	3	4	5
2. The check-in experience was	1	2	3	4	5
3. The pro shop merchandise was	1	2	3	4	5
4. The condition of the golf cart was	1	2	3	4	5
5. The condition of the tee boxes were	1	2	3	4	5
6. The condition of the fairways were	1	2	3	4	5
7. The condition of the greens were	1	2	3	4	5
8. The staff interaction with you was	1	2	3	4	5
9. Compared to other courses, the value of Springtree is	1	2	3	4	5
10. The service in the restaurant was	1	2	3	4	5
11. The variety of food on the menu was	1	2	3	4	5
12. The quality of food was	1	2	3	4	5

PROPOSED NEW COMMUNITY RECREATIONAL & GOLF ACTIVITIES

Golf Open Houses

Increase awareness of the facility with multiple open houses throughout the year. Using the City Utilities Bill Insert publication to advertise.

Member for a Day

SUNRISE RESIDENTS ARE MEMBER FOR A DAY. COME PLAY FOR FREE

FLORIDA RESIDENTS MEMBER FOR A DAY. COME PLAY FOR MEMBER CART FEE ONLY \$15.50.

Ladies Day

SUNRISE RESIDENTS LADIES DAY. COME PLAY FOR FREE

FLORIDA RESIDENT LADIES DAY. COME PLAY FOR MEMBER CART FEE ONLY \$15.50.

Mens Day

SUNRISE RESIDENTS MEN'S DAY. COME PLAY FOR FREE

FLORIDA RESIDENT MEN'S DAY COME PLAY FOR MEMBER CART FEE ONLY \$15.50.

Family Day

SUNRISE RESIDENTS FAMILY DAY. COME PLAY FOR FREE

FLORIDA RESIDENT FAMILY DAY. COME PLAY FOR MEMBER CART FEE ONLY \$15.50.
JUNIORS FREE

Trivia Night

Host a free trivia night at the restaurant facility at least once a month. Advertise the event with social media, an advertisement run in the Tee Times publication, advertise in Horizons magazine, email to database list, and in the facility with event flyers in the Pro shop. Free to attend.

Sip, Paint, and Smile

Host an evening of painting with a local Artist from 6:00 to 8:30 pm, every quarter. \$35 per person (includes one FREE soda/beer/glass of wine). Advertise the event on social media, advertise in Horizons magazine, email to database list, and in the facility with event flyers in the Pro shop. Limited to the first 30 to sign up.

Toy Drive in Month of December

Organize a toy drive collection for Sunrise families in need. Advertise the event on social media, advertise in the Tee Times publication, advertise in Horizons magazine, email to database list,

send out information in the City Utilities Bill Insert for the month of November and in the facility with event flyers in the Pro shop. Proposed for December 2019.

Meet Santa Claus

Host a free “Come Meet Santa Claus” event in the foyer of the golf club. Advertise the event on social media, advertise in the Tee Times publication, advertise in Horizons magazine, email to database list, advertise in local schools, send out information in Utilities flyer for the month of November and in the facility with event flyers in the Pro shop. Free cookies to all the children that attend. Proposed for Saturday, December 21, 2019. Free to attend.

Blood Drive

Partner with ONEBLOOD to have the big red bus at the facility. January is National Blood Drive Month. Participants would receive one free Sunday Breakfast Buffet or free golf cart fee certificate. Advertise the event on social media, advertise in the Tee Times publication, advertise in the Horizons magazine, email to database list, and advertise in the facility with event flyers in the Pro shop. Proposed for Saturday, January 11, 2020.

Movie Night on the Green

Host a free outdoor movie night on the green, which will be held at the practice area. Advertise the event on social media, advertise in the Tee Times publication, advertise in the Horizons magazine, email to database list, advertise in local schools, send out information in Utilities flyer for the month of November and in the facility with event flyers in the Pro shop. Proposed for Saturday, February 1, 2020. Free to attend.

Pop Up Shop for Local Businesses

Contact City of Sunrise vendors and businesses to offer a pop-up shopping event at no charge. Event would be set up on tables in the patio area. Advertise the event on social media, advertise in the Horizons magazine, email to database list, and in the facility with event flyers in the Pro shop. Proposed for Saturday, March 7, 2020. Free to attend.

Easter Egg Hunt

Host a free Easter egg hunt on the practice facility and around the restaurant patio area. Advertise the event on social media, advertise in the Tee Times publication, advertise in the Horizons magazine, email to database list, advertise in local schools, and in the facility with event flyers in the Pro shop. Proposed for Saturday April 11, 2020. Free to attend.

HOSTING OF GOLF INSTRUCTION PROGRAMS

Junior Summer Camp (Ages 15 and under)

Host a Junior golf camp to attract youth to the sport. Provided by our PGA Professional Mike Freglette. The Bridges at Springtree Golf Club Junior Summer Golf Camp will be offered Monday through Wednesday in June and July. ½ day camp is \$60 and Full Day Camp \$100 open to all

ages. Advertise the event on social media, advertise in the Tee Times publication, advertise in the Horizons magazine, email to database list, flyers in schools, and in the facility with event flyers in the Pro shop.

Sunrise Introduction to Golf Program (Kids/Teens)

Host a free youth development program to kids and teens introducing golf and its inherent values. This program will positively influence youth by reinforcing values such respect, integrity, and perseverance while enjoying the game of golf. The program will be held for 2 hours, once a week for 9 weeks. Participants will receive a certificate of completion at the end of the program. Head Professional, Susan Boyer and PGA Professional, Mike Freglette will be among the instructors. Advertise the event on social media, advertise in the Horizons magazine, email to database list. Free to attend.

Sunrise Schools “Golf Appreciation Day” Clinic

A free Saturday clinic showing students the basics of the game of golf offered for the first 30 students to sign up from each school. This will be provided by the Head Professional, Susan Boyer and PGA Professional, Mike Freglette. Two classes will be held once a month on a Saturday morning from 10 am to 11:30 am and from 12:30 pm to 2 pm. If more students are interested, then additional classes will be offered. Each student will enjoy a complimentary hotdog and drink afterward. All equipment will be supplied by The Bridges at Springtree Golf Club. The event will be advertised through each school with a flyer and sign up information. PGA Professional, Mike Freglette is a registered vendor with Broward County Schools so he will coordinate with each school regarding promoting the event. Free to attend.

September 14 th	Sawgrass Elementary	10:00-11:30	Bair Middle	12:30-2:00
October 26 th	Banyan Elementary	10:00-11:30	Discovery Elementary	12:30-2:00
November 9 th	Horizon Elementary	10:00-11:30	Nob Hill Elementary	12:30-2:00
December 7 th	Sandpiper Elementary	10:00-11:30	Village Elementary	12:30-2:00
January 25 th	Welleby Elementary	10:00-11:30	Westpine Middle	12:30-2:00
February 22 nd	Piper High School	10:00-11:30	Franklin Academy	12:30-2:00

Boy Scouts Golf Merit Badge

The Bridges at Springtree Golf Club will be a host venue for the Boy Scouts of America South Florida Council. The free class will be held by our Head Professional, Susan Boyer, and will consist of a morning session of theory and an afternoon practice session. The Scouts will then come back and play 18 holes to complete the Merit badge. Advertise the event through Boy Scouts of America, South Florida Council, Cliff Freiwald, advertise in local schools. Proposed for the first Saturday of every month. Free to attend.

First Responder Weekly League

A weekly league for first responders every Thursday with weekly prizes. The league is being set up via the Firefighters in Broward County. Cost is \$25 per player.

PGA Project Smile for Life Program

A program where PGA professionals visit local Children's hospitals. Bringing golf into children lives who may be experiencing hardship and afford them the opportunity to forget about the struggling that they are experiencing. Susan Boyer our Head Professional is a frequent volunteer.

Partnership with Local PGA Super Store

Each PGA Super Store customer will receive a VIP card to play golf and a 10% Discount card for the restaurant. In addition, any inquiry for golf tournaments through the PGA Super Store will be given a tournament package for The Bridges at Springtree Golf Club.

Secret Shopper Program

Conduct monthly Secret Shopper during the peak season to obtain real feedback to management on the quality of the course, cleanliness of the facility, and overall customer service.

Teen Scramble

Host a Teen Scramble tournament during the "off season."

FREE/INCENTIVE PROGRAMS/PERKS**Youth Memberships/Fees**

Golf memberships and daily fees free for youth under 16 with a paying adult. Guidant to provide inexpensive golf club rentals for youth under 16 (Sunrise residents only).

Kids Driving Range

On select days throughout the year, the course will open two holes for long range driving for youth (under 16). Free to attend.