

SGCC Membership Survey Results 2017

What do you see as the top strengths of our Pro-Shop?

- * Friendly, knowledgeable, supportive staff
- * Ease of booking
- * Pro has strong interpersonal skills and gives lessons
- * Opportunity to employ youth
- * Well organized
- * Easy access
- * Club ownership
- * Arranging tournaments

What do you view as a priority to develop in our Pro-Shop?

- * Greater selection of equipment at all price points
- * Pro shop should run tourneys – keep volunteers from over-running
- * Pro needs to be more visible, accessible (especially to juniors)
- * Privatize
- * Consistent approach – no special deals for staff families
- * Gift cards
- * Address slow play and other etiquette infractions

What do you see as the top strengths of our Restaurant?

- * Good food
- * Beautiful setting
- * Size of room and patio
- * Pleasant staff
- * Craft beer

What do you see as a priority to develop in our Restaurant?

- * Layout change – modernize, atmosphere
- * Line-ups are cumbersome!
- * Better table service
- * Promotion to outside users
- * Signage on the highway
- * Appies and beer specials/happy hours
- * Consistent specials/choices for Ladies and Men's nights
- * Better prices

"Terrace \$22 for 6 pack of beer we're \$7 per beer!"

"Hard to justify keeping open if we don't prioritize getting new customers"

"Re-establish Clubhouse Committee to work with restaurant manager"

What do you see as the top strengths of our Course and Maintenance?

- * Hardworking and dedicated staff
- * Beautiful setting
- * Well maintained
- * Fairway grooming
- * Playability
- * Plan for development

What do you view as a priority to develop in the next 1-2 years for our Course and Maintenance?

- * Tree removal of danger trees
- * Cart paths fixed
- * Drainage
- * Bridge repair and replacement
- * Greens and fairways improvement
- * Develop a strategy/plan for ongoing maintenance
- * Mitigate winter kill
- * Weed problem
- * Succession plan for staff
- * Adherence to safety codes – hardhats, etc.

What do you view as a priority to develop in the next 3-5 years for our Course and Maintenance?

- * Develop and follow strategic and financial plan – prioritize projects
- * Irrigation
- * Drainage
- * Fairways
- * Dangerous trees
- * Cart paths
- * Better sand in bunkers
- * Better communication with Pro and shop staff
- * Facility capital plan and contingency plan

We are making a concentrated effort to develop new revenue streams. Aside from the typical trend of increasing dues, which of the following items would you support? What other suggestions do you have?

- | | |
|---|--------------|
| * Minimal monthly stipend | 25 supported |
| * Minimal charge for RV parking | 30 supported |
| * Minimal green fee for tourney players | 30 supported |
| * 5-round punch card, 9 holes free | 34 supported |
| * 10-round punch card, 18 holes free | 39 supported |
| * One-time reduction in fees for 1 st time members | 36 supported |

We are making a concentrated effort to develop new revenue streams. Aside from the typical trend of increasing dues, which of the following items would you support? **What other suggestions do you have?**

- * Corporate Membership rate
- * Increase annual dues
- * Marketing
- * Gazebo
- * Cancel senior rate
- * Signage
- * More social events
- * No free dues for volunteers
- * Fix toilets
- * Charge RVs up front and refund depending on \$ spent
- * Charge cart fees by seat
- * Range Ball promotions
- * All players have green fee minimum
- * Lifetime family membership
- * Include locker in fees/many sit empty
- * Cart/range ball deals
- * Set minimum profit margin
- * Punch card for range
- * Cart storage at course
- * Gift certificates to pay dues

List your top 3 Priorities in order of preference that the Board should consider

- * Strategic plan/budget
- * Strong Pro-Shop – treat pro kindly
- * Increase fees/revenue
- * Market restaurant facility/redo/update
- * Greens – winter kill protection
- * Better communication all around
- * Involve younger members
- * Pro as General Manager
- * Social Committee/new fun ideas (card night i.e.)

On a scale of 1-10, please indicate your level of agreement with this vision statement:

The Smithers Golf and Country Club provides a world-class recreational experience for its members and guests in beautiful natural surroundings.

- * Final outcome was 6 out of 10
- * Comments ranged from “too vague” to “Smithers not Augusta”