FOUR SEASONS NEVIS NAMES MANAGER

Peter Nanula

NORTHBROOK, Ill. — Kemper Sports Management has announced that Joshua W. Lesnik has joined the firm as an associate in the firm’s growing municipal golf course management and leasing division.

LESNIK JOINS KEMPER

NEVIS, West Indies — Mark Hellrung has been named general manager and Brian Parmelee resort manager of the Four Seasons Nevis golf course. The resort is located on a 2,000-foot stretch of sand on the leeward side of the island.

MOUNT VERNON, Wash. — Orcas Island Golf Club, a destination resort in the San Juan Islands of Washington, has hired Michael Zmetrovich, formerly a national specialist in golf and recreation marketing, to join its professional staff. Zmetrovich, who has over 15 years of experience in the golf industry, will be responsible for managing the course's operations and overseeing the development of new facilities.

ZMETROVICH JOINS LANDAUER

PALMER OPENS SILVERTHORN

ORLANDO, Fla. — Silverthorn Country Club, an Arnold Palmer-managed private club in Brooksville near Tampa, opened in February 1991, the resort is located on a 2,000-foot stretch of sand on the leeward side of the island.

Golf Enterprises buys five layouts

DALLAS — Golf Enterprises Inc. has purchased five private golf clubs from Great American Clubs Inc. and Affiliate Clubs for $26 million.

PALMER OPENS SILVERTHORN

Florida, Fla. — Silverthorn Country Club, an Arnold Palmer-managed private club in Brooksville near Tampa, opened in February 1991, the resort is located on a 2,000-foot stretch of sand on the leeward side of the island.

Golf Course News

BRIEFS

PHOENIX, Ariz. — Recent announcements involving new golf projects in South Carolina, Texas, California, Nevada and Arizona brings to 32 the number of Del Webb courses operating or planned in its Sun City communities and firmly establishes the Phoenix-based company as one of the major owner/operators of golf courses in the country.

Terravita Golf Course in north Scottsdale, Ariz., is the most recent Del Webb layout to open for play. The Greg Nash/Billy Casper design is the first major project to open under restrictions imposed by the city of Scottsdale’s Environmentally Sensitive Lands Ordinance intended to govern desert development.

Construction began recently on the first course at Sun City Hilton Head in South Carolina. The Mark McCumber design is the first of three or possibly four courses that will be built over 20 years. Lot sales at Del Webb’s first East Coast project began in November and “are off to a great start,” said Director of Community Association Affairs Steve O’Donnell.

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Gagliardi continued from page 75

players the rest of the time that has allowed Lansbrook to increase play from 42,000 annual players the rest of the time that
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can figure out when to increase rates and provide other incentives to fill down times.
Gagliardi related to the Golf Course Expo audience the following methods he has used to deal with down times during his five years at 18-hole Lansbrook:
• Allowing golfers to tee off on the 1st and 10th tees for the first 90 minutes of play, the time it takes for golfers beginning on hole No. 1 to reach No. 10. Those teeing off the back side play just nine holes. The cost is 60 percent of the 18-hole rate. This is enticing to those wanting to play just nine holes and save money. It also generates additional revenue for the course it might not otherwise obtain. The 60-percent rate is also available after 3 p.m., another slow time when it would be difficult for most golfers to play a full 18, anyway.
• Selling international memberships abroad and associate memberships domestically. International memberships are sold for $40 apiece through an international travel agency which markets the memberships and provides Lansbrook free advertising in the agency's literature. Memberships entitle golfers to one free round and preferred tee times. They have been particularly popular with German tourists, who have to be certified at a certain skill level before being allowed on a course in their native land.
Gagliardi anticipates many Germans will also enroll in Lansbrook's golf school allowing them to be certified back in their home country. "So far, we've sold 300 international memberships," he said. "That's $12,000 in additional income and I've yet to have a German play the course.
Associate memberships sell for $10 apiece and entitle holders to one free round of golf, a 10-percent discount on peak and 15-percent discount on off-peak rounds. "It helps develop a loyalty among your customers," Gagliardi said. "Associate members play an average of two times a week starting around 11 a.m. And the benefits touch all your profit centers - range, food and beverage, pro shop."
• Advertising with the purpose of filling down times, and engaging in barter. Gagliardi found a radio station that targeted listeners with the demographics he was after — males aged 25-54. He betrothed the 2-6 p.m. drive-time radio personality and invited him out to play for free on Thursdays, traditionally Lansbrook's slowest day. The DJ often opened that afternoon's show talking about what a wonderful round he had just played at Lansbrook. "You can't beat that kind of advertising," Gagliardi said. Gagliardi barred his way to most of the advertising he did buy, trading rounds the radio station could give to staff and customers in exchange for commercial spots promoting Lansbrook. "We traded for 70 percent of our advertising. We ended up with $50,000 in advertising for about $12,000 in cash," Gagliardi said.
• Scheduling tournaments and outings in the afternoon and other off-peak periods rather than Saturday mornings and other easy-to-fill times. Gagliardi obtained weekend getaway packages from local hotels that he used for tournament prizes in exchange for including the hotels' names in advertising promoting the tournament.
• Forbidding staff from telling a caller that tee times are unavailable because of a golf outing. This drives golfers away, Gagliardi said. Instead, Gagliardi has his staff explain the course is booked solid and that tee times can be reserved in advance. If nothing else, this creates pent-up demand that can be relieved on those days when an outing isn't scheduled, he added.
• Providing scorecard advertisers free rounds. The advertisers often use the free golf to provide an outing for customers and staff during the course's off-peak hours.
In addition to playing golf, the outing's sponsors may rent the course conference room or have guests eat in the clubhouse generating additional revenue for the course operator.
• Seeking trade-outs with tradesmen who can use the facility during off-peak times. "We put a 570-square-foot ad on the pro shop last fall and it cost us just $8,000," Gagliardi said.
"We traded out most of the work for free rounds. The tradesmen brought prospective customers out for a round of golf. Most trades people work in the early morning.
"So if they used the rounds themselves, they played in the afternoon, our slow time."

For Most Lenders, Golf Financing Is Alien Turf.

Talking to most lenders about golf financing is like talking to someone from a different planet.
Textron Financial Corporation on the other hand, knows the golf course industry, and has funded over $200 million in first mortgage loans for 70 percent of our advertisers. We ended up with $50,000 in advertising for about $12,000 in cash," Gagliardi said.
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Golf Course Financing  E-Z-GO Golf Cars  Jacobsen Turf Equipment

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