Iron Mountain, Mich. — Superintendents and general managers at golf courses nationwide are assuming new roles to help drive profitability. 

For example, managers at Broadmoor Golf Club, Broadmoor Golf Resort, and Broadmoor Golf Course, based in Colorado Springs, Colo., are currently working on a plan to increase golf course profitability by implementing new strategies and technologies. 

David Van Auken, superintendent at Broadmoor Golf Club, says the club is using computer software to improve efficiency and reduce costs. 

In addition, the club is exploring ways to increase membership and revenue through the use of social media and other marketing tools. 

Van Auken says the club is also looking at ways to reduce energy consumption and improve water conservation to help reduce costs and improve the club's sustainability. 

Meanwhile, Van Auken’s colleagues at Broadmoor Golf Club are also working on plans to increase profitability. 

They are exploring ways to improve the quality of the golf experience, increase membership, and reduce costs. 

These efforts are part of a broader trend in the golf industry, as golf courses are under increasing pressure to improve profitability and meet the expectations of golfers and stakeholders. 

By Peter Blais

Management

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