

TROE FINANCING CONCEPT

"THE HOLE-IN-ONE DAY"

GOAL: To create an annual income stream for the benefit of supplementing the annual cost line item dedicated to the operation of the University of Minnesota's Turfgrass Research Education and Outreach Center.

CONCEPT: Encourage at least 100 golf course superintendents to sponsor a "hole-in-one" event at their respective course one day each summer. Cost to enter the event would be 10 dollars per player. A quick estimate of funds generated would be 10 dollars per 100 players per 100 courses for a gross gain of \$100,000.

PRIZE PACKAGE: Grand prize for hole in one to be valued at \$5,000 (plasm flat screen television set?). Random draw prizes available to all who participate would include a \$2,000 first place value draw prize. Other draw prizes would be dependent upon contributions from the U of M fund raising group, donations from "golf" related vendors (golf clubs, soft goods) and perhaps contributions from resort courses. Participation prizes would include a free ball to be donated or subsidized by Syngenta Company, a "TROE" Center ball mark and an MGCSA ball mark repair tool if the player hits and holds the green. Potential cost for this event would probably not exceed \$20,000. This assumes that the MGCSA and TROE Center would self insure the contest.

NET GAIN POTENTIAL: \$100,000 - \$20,000 = \$80,000

BENEFITS: Generate immediate interest in the TROE Center and the U of M Turf Management Program. Provide an opportunity for the Superintendent or Assistant Superintendent to schmooze with their cliental. Embrace the golfers in an ongoing turf grass research program (in future years the promotional pamphlet would include project results and industry gains). Showcase the relationship between the Minnesota Golf Course Superintendents Association and the University of Minnesota's TROE Center program.

PLAYING OUT THE CONCEPT: Selecting one busy day during the third week of June, each volunteer course would choose a par three hole with a minimum length of 180 yards to be used as the "event" hole. For the whole day, the superintendent, assistant or both would station themselves at the hole to solicit participants. Informational brochures would be provided by the University of Minnesota to describe the attributes of the TROE Center and its relationship to golf courses. After contributing a tax deductible amount of \$10 to the MGCSA and filling out a draw prize form, the participant would have one shot, preferably a Syngenta donated golf ball, to get a "hole in one". If they land upon the green, they would be supplied with a ball mark repair tool courtesy of the MGCSA to fix their ball mark. If they miss the green, they walk away with a new golf ball. And if they make a hole in one, they will win a Plasma T.V. set. Everyone will be entered into the draw prize contest to be selected the first week of July. Winners would be notified shortly after that.

WHERE DID THIS IDEA COME FROM? Todd Locke from Syngenta proposed the concept after participating in a similar event in Las Vegas. Also, the University of Minnesota was able to generate funds last year when promoting the U of M Golf Team budget crisis. And finally, it is pretty typical for assistant golf pros to operate at least one of these events annually. Now is our turn.

Imagine the opportunity to visit one-on-one with your players, every player, at least once in the season. What a great chance to promote your management practices, not to mention the prospect of embracing the new advancements in turf science to be achieved at the TROE Center. Advancements totally applicable to Minnesota golf and golf courses. And wouldn't it be exciting if one of your players nailed a hole in one while you were there to see it. Of course you would take all the credit because it is on your perfectly maintained green!

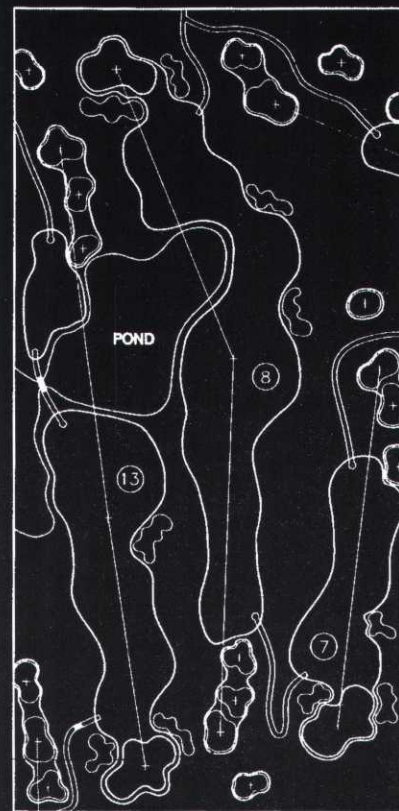
The annually generated funds would supplement the operational costs associated with the day to day management of the TROE Center. Expenses such as the employment of a full time turf manager capable of maintaining the 16 acre center as well as help conduct experiments. Building operation costs, and electricity, irrigation and ground maintenance expenditures would also be funded by the hole in one event.

PLEASE THINK ABOUT AND PLAN TO PARTICIPATE IN THIS EVENT! Further information will be made available soon as the plans come together.

Thank you for your consideration and enthusiasm as we continue to embrace Dr Brian Horgan and the continued improvements at the TROE Center.

*Yours truly,
MGCSA Board of Directors*

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GOLF COURSE
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