

# GOALS AND OBJECTIVES 2022

## *Golf Division*

#	GOAL	STRATEGY	OBJECTIVES	ASSIGNMENT	TIMETABLE	STATUS
1	Reaching our attendance and revenue projections for 2022	Continue to provide the best conditions and overall experience for all level of golfer. Increase outings and league play. Utilize advertising and promotions with golfnow and our marketing dept.	Maintaining the six courses to the highest standards in all aspects with regard to tees, fairways, greens and sand traps. Continue to develop the best turf management programs to reduce damage and provide the best playing surfaces. Work with our food concessions, golf professionals, Golfnow Plus team, and our marketing dept. to develop programs for 2022.	Greenkeepers and course managers golf pros, food concession operators, Belizze/Squillante marketing dept.	All season	on going
2	Stay within our overall golf department 2022 operating expense budget	Review actual expenses vs projections and make adjustments as needed	Assist in the planning with the managers to reach our budget goals	managers, Belizze, Squillante	All season	on going
3	Increase Non Resident Play	Work with Golfnow on pricing. Promoting the calendar card, utilize advertising	Get the message out that we offer competitive rates, available tee times and great golf conditions, pro shops and restaurants.	managers, Belizze, Squillante, greenkeepers	All season	on going
4	To score 85 or above on all PIP reviews	Meet all measured criteria to score 85 or better	All season long our facilities should meet all essential standards for a safe, clean and enjoyable golf experience	managers, greenkeepers	All season	on going
5	Mohansic captial project	New mens and ladies bathrooms, showers, and locker rooms. New cart barn to house all carts.	Project started in the fall 2021 the bathrooms should be done mid March. The cart barn construction will start in the spring with a temporary tent to store the carts during construction	contractor, DPW, manager, Squillante, Belizze, Uhle.	winter thru spring	on going
6	Mohansic food concession project	new food concession building off the main restaurant and new kitchen	All season building will be constructed by the food concessions with heat and A/c and new kitchen restorations	Food Concession operator, manager, squillante, belizze	spring	on going