



Mint Valley Golf Course

Marketing Plan 2015

What does Mint Valley Golf Course have to offer?

- 18 Hole, Par 71 Championship Course
- Practice Putting and Chipping Greens
- Covered Driving Range with Grass Tees
- Paved Cart Paths and Cart Rentals
- 20 Stall/40 Cart Storage Barn
- 6 Hole, Par 3 Course
- The 19th Hole Restaurant
- Private, Group, and Junior Golf Lessons
- Pro Shop
- Inside and Outside Group Seating (50-100 people)
- Year Round Golfing Due to Winter Sanding Program
- Men's and Women's Clubs

STRENGTHS

Why we succeed:

- **Pass and Green Fees Comparable to Similar Sized Courses in Our Area**
- **No Membership Fees- Public Course**
- **Only Par 3 Course in the Area**
- **Covered Driving Range**
- **Great Customer Service**
- **Knowledgeable and Friendly Staff**



WEAKNESSES

How to get better:

- Branding and Way-finding
- Lack of Large Event Opportunity Due to Building Size or Covered Outdoor Area.
- Additional Cart Storage
- City Wide Knowledge of Course



OPPORTUNITIES



What's out there?

- Collaboration with Parks and Recreation Department
- Updated Web Presence for User Optimization
- Expanded Social Media Outlets
- Local Schools Nearby
- Expanded Demographics to Bring New Golfers to the Course
- Other Events Besides Golf to Bring a Variety of Users to the Course

THREATS

Barriers to Success:



- 2 Other Comparable Courses in the Immediate Area
- Pricing Strategies of Other Courses
- Breaking the Stereotypes of Golfers and Golfing
- Proving the Benefits of Golf
- Competing for Family Recreation Dollars and Leisure Time

Where do we stand?

Play and Revenue Reports

2014 and 2013 Yearly Reports
2015 Jan, Feb, Mar, Apr

Annual Pass Sales 2015 vs. 2014

Senior: 78 Y-T-D vs. 66
Adult: 27 Y-T-D vs. 28
Junior: 10 Y-T-D vs. 26

2015 Mint Valley Tournament Schedule

19 Hosted by Mint Valley (+4 from 2014)

2015 Outside Tournaments and Events

14 Reserved to Date- 4 New Events (16 in 2014)
2015 – 600+ Golfers reserved (500 Golfers 2014)

Golf Manager Contract:

Contractor shall expend no less than \$3,000 per year in advertising designed to promote golf at the Golf Course. In addition, Contractor shall pay 20% of the cost of jointly offered advertising programs agreed upon by both parties.

2015 Planned Marketing:

- Local High School Sports Guide
- Daily News - Programs & Pass Specials
- Great Saving Coupon
- Dex Phonebook and Online Ads
- Local Radio Ads
- Oregonian Ads and Coupons
- Tree Carvings of Eagles and Owl
- City Info Weekly Updates
- Flyers for Tournaments and Programs
- Usage of Golf Now Plus Program

PARTNERSHIP

2015 Events



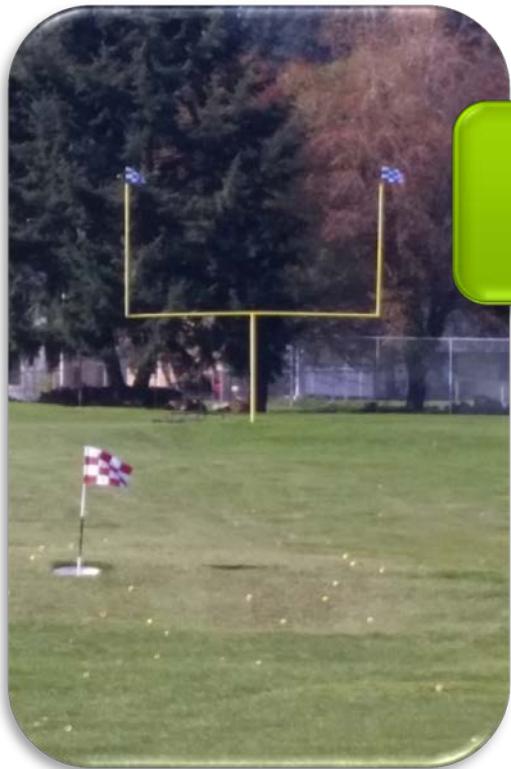
Par 3 Party Rentals
& Golf Lessons
w/Parks & Rec



Outdoor Movie
@ The Mint
August 28
w/Parks & Rec

A graphic featuring a movie clapperboard and a circular film reel.

UNIQUE & FUN



Driving
Range



Hole 10



Hole 9

POSSIBILITIES

Way-Finding to the Course:



POSSIBILITIES

Tennant Way City Owned Billboard:



POSSIBILITIES

Additional Cart Barn Storage:

The Mint Valley Cart Barn has been filled to capacity at 40 carts for the past 20+ years. Extra storage would bring in additional revenue in cart barn storage fees as well as potential annual pass memberships and visitor greens fees.

More Information to Follow





Time Consuming Tasks Critical to Success

Social Media

Email Pushes

Website Operation

Search Engine Optimization

Online Reviews

GolfNow Experts Manage Sales and Marketing

POSSIBILITIES



- **Managing tee time inventory for maximum rounds**

- Monitor tee sheet throughout the day
- First pricing review and update in the morning
- Second pricing update if inventory warrants
- Alert golfers to the updates using social media, email, and phone calls

- **Dedicated to expanding course's local brand**

- Committed to building database
- Manage online listings for search optimization
- Manage social media
- Manage ratings and reviews strategy

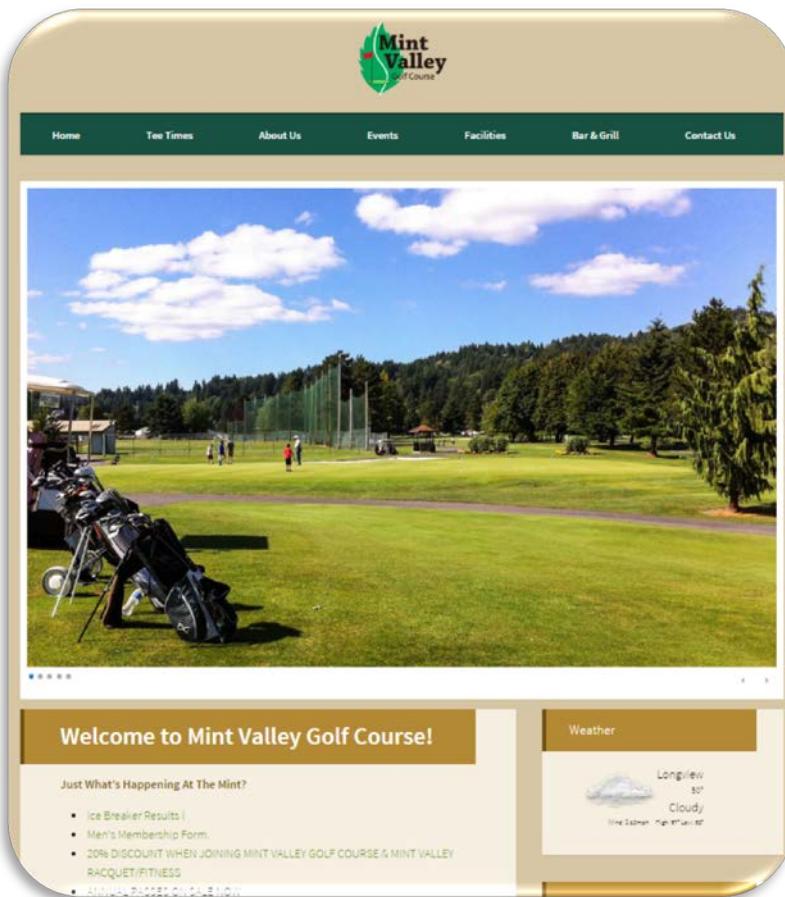
- **Know how course is doing today and what's coming tomorrow**

- 24/7 access to sales reports through the dashboard
- Weekly calls with Revenue Specialist
- Track key performance indicators
- Manage golfer satisfaction score and deliver monthly forecasts

BRANDING

WEBSITE OPERATION

Updated • Mobile Ready • User Friendly



The mobile view of the Mint Valley Golf Course website features a large, high-quality photograph of a golf course with a bright blue sky and white clouds. The Mint Valley logo is at the top. A navigation bar at the top includes links for Home, Tee Times, About Us, Events, Facilities, Bar & Grill, and Contact Us. Below the photo, a banner reads "Welcome to Mint Valley Golf Course!". A section titled "Just What's Happening At The Mint?" lists events like "Ice Breaker Results", "Men's Membership Form", and "20% DISCOUNT WHEN JOINING MINT VALLEY GOLF COURSE & MINT VALLEY RACQUET/FITNESS". A weather widget shows "Longview 50° Cloudy".



The desktop view of the Mint Valley Golf Course website has a green header with the text "Mint Valley GOLF COURSE" and a "Longview, Washington" tagline. A sidebar on the left lists links: :: Home, :: Online Tee Times, :: Facilities / Services, :: Rates / Rentals, :: Promotions, :: Pro Shop, :: Restaurant, :: Golf Instruction, :: Calendar of Events, :: Tournament Info, :: Photo Gallery, :: Course History, :: Area Information, and :: Contact / Directions. The main content area features a large banner with the text "Welcome to the Mint Valley Golf Course" and "RESERVE YOUR TEE TIMES ONLINE" over a background image of a golf ball on a green. Below the banner, a link reads "Click the above banner to reserve your tee times online with great discounts!". A section titled "Just What's Happening At The Mint?" lists events and promotions, including "Ladies Video offering- May 5th & 7th", "Results- 24 Hole Mint Valley Classic", "Aerifying The Greens Monday April 20th", "Cowlitz County Amateur- May 23-25", "Men's Membership Form", "ANNUAL PASSES ON SALE NOW", "COME CHECK OUT THE NEW ADDITIONS! - TREE CARVINGS ON HOLE 9 & 10!", and "Video Lesson now available- click on golf instructions".

So what does it cost?

In consideration for GolfNowPlus managing sales and marketing on behalf of Mint Valley, the City of Longview agrees to pay a commission of 5% for all rounds booked through GolfNow's distribution channels.

So what does that look like?

In 2014, the City of Longview grossed \$55,074 in greens fees by utilizing current GolfNow services. 5% of last year's services would amount to \$2,754 to fulfill the contract with GolfNow Plus.

Play Report

Online Reservations vs. Other Options



31,689 Total Rounds Played in 2014

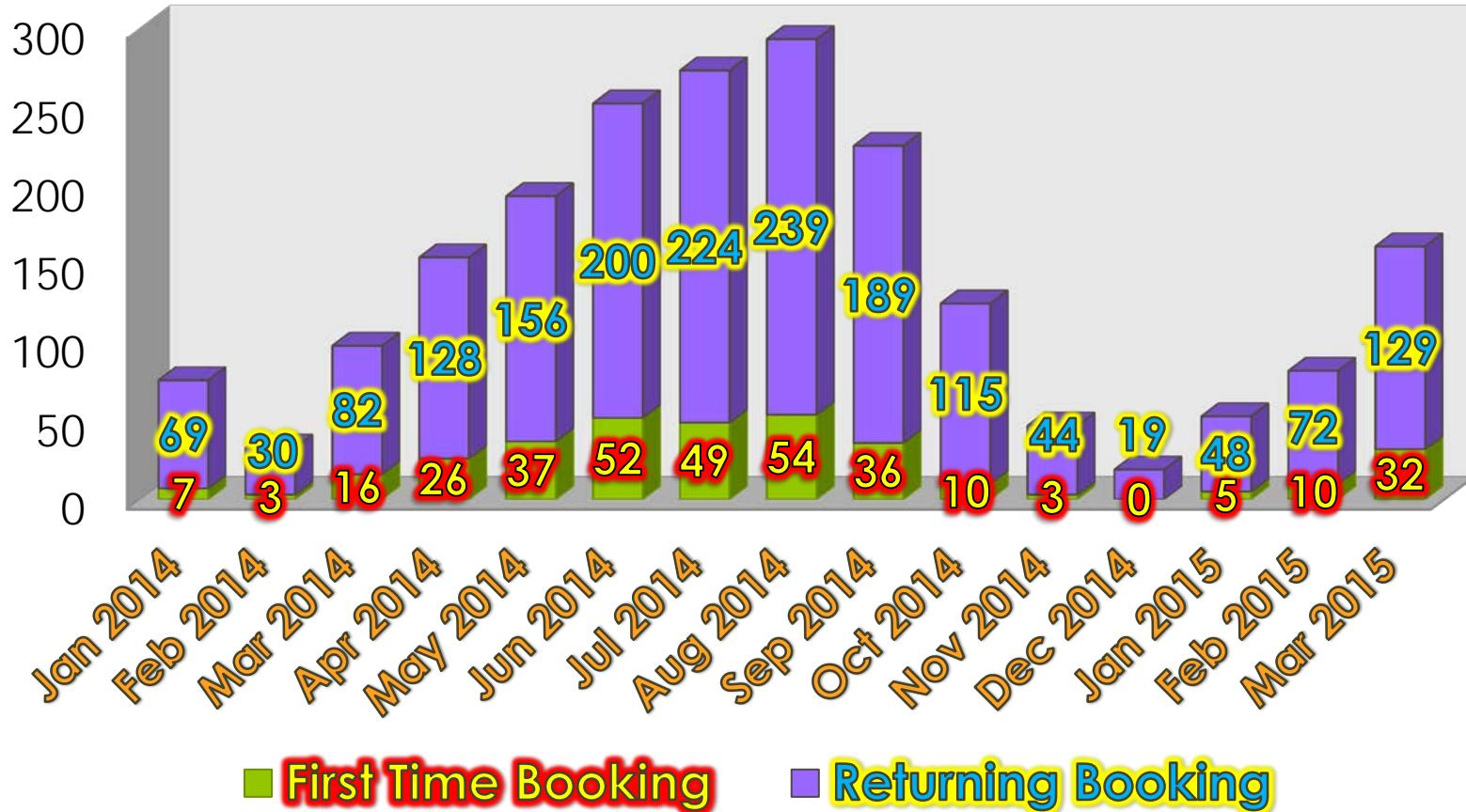
10,682 Rounds - Season Pass Plays
1,548 Rounds - Par 3 Plays
9,480 Rounds - 18 Hole Plays
9,979 Rounds - 9 Hole Plays

GolfNow 2014 Booked Tee Times

3,489 18 and 9 Hole Tee Reservations Reserved on Golf Now

17.9% of all 18 and 9 hole tee time bookings made online

Online Booking Profile:



Motion to
approve entering
into the GolfNow
Plus marketing
services
agreement,
contingent on
contract review
and terms
agreed upon by
city attorney.



Recommended
Action:

