



Great Falls Municipal Golf Courses

A partnership between CourseCo and the City of Great Falls

State of Operations

- **Key Initial Objectives**
 - **Establish Leadership Team**
 - **Rebuild Relationships**
 - **New Computers and POS**
 - **Improved Course Conditions**
 - **Food and Beverage Remodel**
 - **Improve Community Programming**





Jeff Stange

General Manager

Keith Hollenback

Superintendent


Establishing Our Leadership Team

Immediate Opportunity for Improvement



Relationship Management Critical

- Men's and Ladies Clubs
 - Participate in their events
 - Improve Customer Service Levels
 - Established Thursday Ladies Night
- Leagues
 - Provide expanded services
 - Streamline Check-in Process (Shotgun)
- Tournament Groups
 - Improve service and hospitality
 - Increase our Flexibility to meet their needs
 - Aggressive Calendar and Pricing Management
- Establish Relationship with Military Base
 - Connected with Malmstrom Key Staff
 - Established a Military Rate



New Technology and Point of Sale

- **Improved Customer Service**
- **Faster Check-in for Leagues**
- **Online Tee Time Bookings**
- **Improved Customer Data Management**
- **Revenue Management Tools**

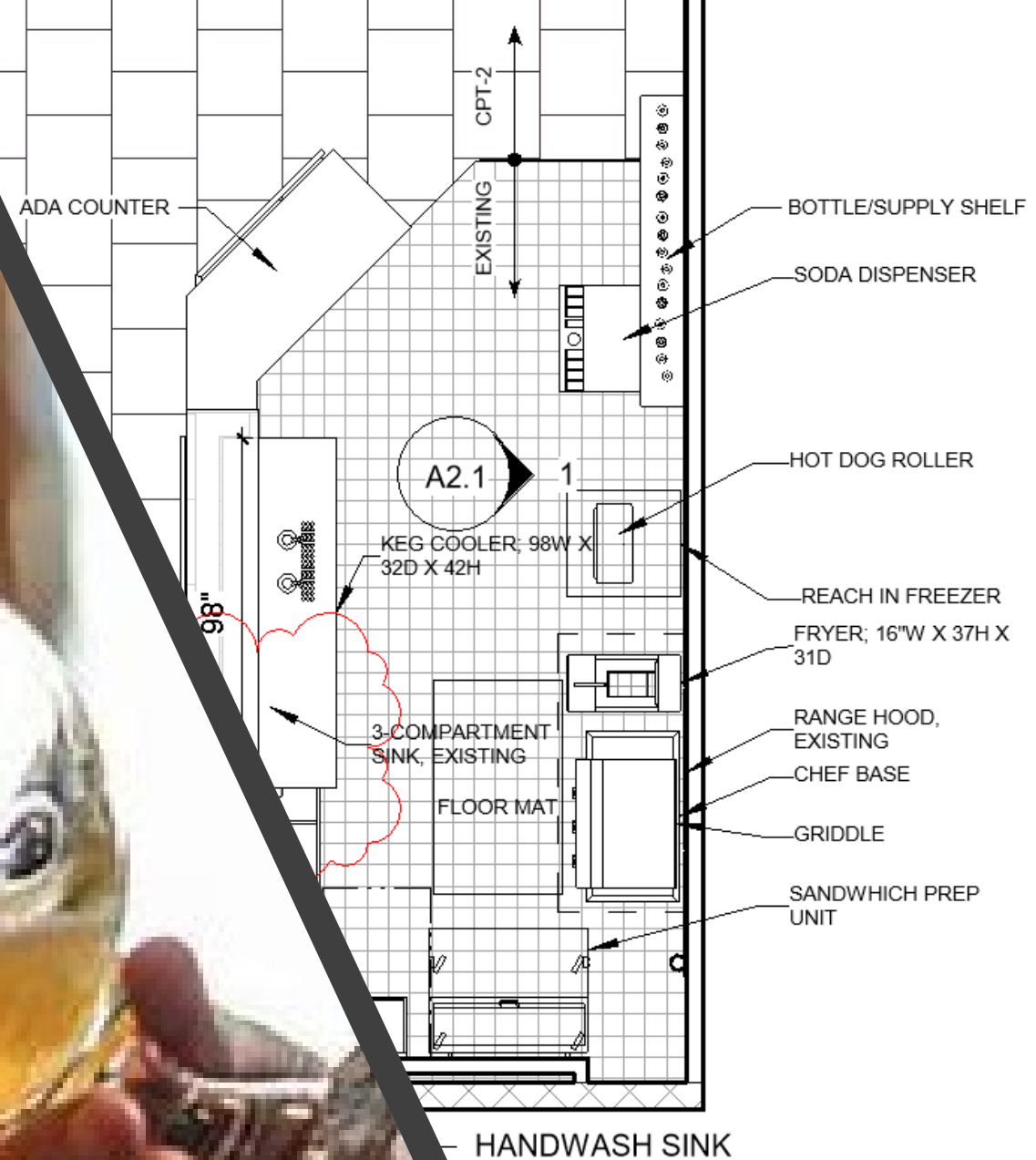
Improved Course Conditions

- **Very Difficult Weather Start to the Year**
- **Smooth Hiring Transition with Keith Hollenback**
- **Increased Efficiency with Labor Model**
- **Excellent Reviews from golfers with strong praise on the quality of our greens**



Eagle Falls Golf Course Food And Beverage Remodel

- Initial Drawings Complete
- Taphouse Theme
- New Furniture, Fixtures, Appliances and Surfaces
- Awaiting Bid Responses with Fall Project Start



Serving All Residents of the Community

Community Events

- 4th of July Viewing Party (50 Residents)
 - Music
 - Face Painting
 - Chipping Contest
 - Putting Contest
 - Approximately 50 in attendance
- September- First Green Event
 - Partnership with Local School
- State Cross Country Championship
- Fall Open House





Operational Objectives

- Present Final Drawings and Bids
- Establish Project Management Schedule
- Launch Military Afternoon League
- Plan and Execute Additional Community Events
- Review and Analyze Memberships
- Rebook Events and Tournaments

Thank you