

Respectfully submitted by:

Jan Brintnall, LPGA Professional

Phone 517.242.2115

Janbrintnall08@gmail.com

www.jbgolfschool.com

March 23, 2023

This report is prepared as a series of suggestions to increase DITC course exposure resulting in increased play and revenue.

DITC is a very unique course. The language on the webpage labels it an 'English style' course but from a design perspective it *really* is a LINKS style course with 'classic' greens. That is something very unique and needs to be the USP or unique selling proposition for the course. There are very, very few TRUE links style courses in Michigan!!

Absolutes

- For customer convenience, begin taking credit card payments. If a credit card reader is not possible due to a lack of a wireless signal or reliable cell phone data, create a payment page on the golf course website to collect green fee payments via PayPal. This will require a business Pay Pal account. More information can be obtained at this link:
https://www.paypal.com/us/webapps/mpp/sem/account-selection-signup?kid=p65902226425&gclid=CjwKCAjwzuggBhAcEiwAdj5dRuy5yWWYLIZYpWKRcC8hTjJoCnHh3liCpbrrnM1ShOweRnVwXKEAfBoC-P4QAvD_BwE&gclsrc=aw.ds
- For customer convenience, begin taking tee times in advance
- Purchase new range balls and range ball baskets:
https://www.foundgolfballs.com/products/bulk-yellow-practice-range-balls?variant=40278588096586¤cy=USD&utm_medium=product_sync&utm_source=google&utm_content=sag_organic&utm_campaign=sag_organic&gclid=CjwKCAjwzuggBhAcEiwAdj5dRoTzvWLdZY9Xoy8_JdyQil3zpCSgzux8LRIFrw3qsCNwiASYuuCJ9xoCBulQAvD_BwE
- Improve the golf cart fleet. The ultimate goal is to draw more golfers to the course. More golfers will require more and better golf carts. Look into leasing a small fleet.
- Develop a brand identity for DITC (see branding and social media below)
- Create a two-sided DITC sign on Townline Road--the sign is only visible from one side. You are missing 50% of free advertising by not having a two-sided sign.
- Add some sort of food service. Even basic items like candy, packaged nuts, wrapped sandwiches and hot dogs would add to the golfer's experience. I have seen ice cream for sale in the pro shop. What type of soft drinks are available? I don't recall seeing any (or many) in the beverage cooler in the pro shop.
- Is a liquor license possible? If so, obtain a Class C license in order to sell beer and wine.

- Consider selling some basic pro shop items like of sleeves of balls, gloves, tees, etc. I am sponsored by Adidas/Taylor Made and can get Taylor Made, Srixon and Noodle golf balls at a discounted price. I also have an account with Hornung's Golf Products : <https://www.hornungs.com/>

Branding and Social Media

- Identify the target market or markets you want to attract to DITC. What type of customer/golfer do you want to attract to the course--experienced golfers, new golfers, families, tourists, residents? All of them?

For experienced golfers you have a LINKS style golf course—very unique! Promote it!!

For new golfers you need lesson opportunities (I can provide lessons one week, per month during the golf season)

For families you need to establish and promote family golf events (see Fling Golf and glow ball golf below) and lessons (which I can provide one week, per month during the golf season)

For tourists you need to let them know you exist and that you have rental clubs for adults and kids. Adding Fling Golf and promoting it would help draw golfing and non-golfing tourists to the course. (see Fling Golf below)

- Develop and implement a social media marketing campaign on Facebook and Instagram.
- Obtain drone footage of the golf course. Post it on the website and use in social media marketing campaign so potential customers can 'see' the uniqueness of the course.
- Claim a business listing on Google: <https://www.google.com/business/>
- Register the course on Yelp: https://business.yelp.com/?promo&utm_source=type%3Aclaim_ad_google&utm_medium=search&utm_campaign=MotiveMetrics-Non-Brand-Advertise-Business-0223-business-bing-profile&utm_content&gclid=CjwKCAjwzuqgBhAcEiwAdj5dRvwVa0oo7WujB9sU-gK2tKKkm4nEt5EOSi2V8s6SdWF3kRH4Q3vXCRoC_EYQAvD_BwE
- Register the course on Yahoo: <https://www.yext.com/pl/yahoo-listings/free-claim-checkout.html>
- Collect customer and member email addresses for the social media marketing campaign.
- Improve the website and web presence. Post more photos of the course at sunrise, sunset, during daily play and during events. Photos should show the *experience* of playing at DITC.
- Is the course a member of EUP Chamber of Commerce? If not, join.

Create Some Events

- Partner with local restaurants, food trucks and breweries to cater/provide food or beverage for a progressive lunch/dinner/appetizers on the course. Each hole features a different vendor. Sell a limited number of 36 tickets that includes golf, cart, food and beverages.
- Partner with Les Cheneaux culinary school for “9 and dine” event. Sell a limited number of 36 tickets for 9 holes then a plated dinner prepared and served by LCCS students in the clubhouse.
- Partner with island restaurants for a ‘food and golf package’ which would be advertised at the restaurant and golf course. The promotion would be available for purchase at either location.
- Host holiday themed golf events. Partner with a local charity for a fundraising golf outing scramble with titles like the Hot Dog Open near Memorial Day or the Firecracker Open near July 4th
- DI Shootout: golf and a sporting clay tournament in August or September (see attached sheet)
- Nighttime glow ball events: [https://tellmemoregolf.com/equipment/balls/what-is-glow-ball-golf/#What Is A Glow Ball Golf Tournament](https://tellmemoregolf.com/equipment/balls/what-is-glow-ball-golf/#What%20Is%20A%20Glow%20Ball%20Golf%20Tournament). This would require an initial investment in some equipment. Glow ball ‘rental’ could be included in the event participation fee.
- Host an ‘Extreme 9’ event as the last event of the season. 9-hole team scramble. Absolutely no weather cancellations! Registration includes golf, cart, cash prizes and a chili lunch in the clubhouse following play.
- Partner with the Michigan Hickory Tour <https://www.hickorygolfers.com/> to play the LINKS style golf course at DITC. This could be done before and/or after the course is allowed to naturalize (see course maintenance below)

Michigan Hickory Golf Tour michiganht@gmail.com

<https://www.facebook.com/MichiganHickoryTour/>

- **Add Fling Golf to provide an extremely unique on-course experience, then heavily promote it.** <https://flinggolf.com/>

Information for course owners: <https://flinggolf.com/pages/course-owners>

To order in Fling sticks in bulk: <https://flinggolf.com/products/bulk-order-the-launch>

Fling Golf marketing Kit: <https://flinggolf.com/pages/marketing-kit>

****There are NO Fling Golf courses in the UP—DITC could be the first!! The closest Fling Golf course is at the Grand Traverse Resort** YOU have the chance to be the first, and maybe the only one in the UP! You HAVE TO do something different to *differentiate* the course. The Fling Golf green fee would include course access + Fling Stick rental.**

Generating Annual Revenue

Create annual hole sponsorship opportunities for local businesses. The sponsor 'purchases' the hole for \$250 per year and receives a business advertisement sign, adding to the season start up revenue.

Rates

When was the last rate increase? (I was provided with a 2018 rate sheet) The average cost to play 9 holes (with a cart) in the US in 2022 was \$33. The median rate was \$26 for 9 holes with a cart.

Raise rates for 9 holes with ½ cart to \$25 and use the verbiage "9 holes with ½ cart" in all advertising.

Raise Membership Rates:

Individual from \$240 to \$255

Family from \$340 to \$355

Student from \$50 to \$60

Cart barn gas from \$270 to \$280

Cart barn electric from \$300 to \$320

Golf cart trail fee from \$70 to \$80

Payment plan fee from \$20 to \$30

July penalty fee from \$20 to \$30

ADD the following membership categories:

- Individual senior (60+) \$220
- Senior couple (60+) \$330
- Couple (under 60) \$350

Course Maintenance

To help reduce maintenance expenses AND make the course more LINKS-like allow parts of the course to naturalize.

<https://www.usga.org/content/usga/home-page/articles/2018/06/naturalized-areas-fescue-grasses-benefit-golf-courses.html>

<https://sustainable.golf/news/articles/5-simple-ideas-for-successful-naturalization>

<https://www.golfcourseindustry.com/article/gci0414-native-plants-maintenance-tips/>

My MSU colleague **Dr. Trey Rogers**, Professor, Turfgrass Research - Golf Course Renovations should be consulted and could direct this effort.

Phone: 517-353-0136

Email: rogersi@msu.edu