

MEMORANDUM

DATE: Thursday, December 6, 2007
TO: Ernie Shaw
Interim Director, LPRD
FROM: Roger Steinbrock
Marketing Supervisor
Re: **Eagle Bend Golf Course User Survey**

A survey was conducted from November 9 to December 3 to elicit feedback on the performance of Eagle Bend Golf Course and Learning Center by its users. The criteria of review matched the Performance Evaluation Measures created last year, as well as other selected areas staff wanted to have evaluated. Evaluation included: Overall Experience; Course Conditions/Playability; Green Conditions; Price/Value; Pace of Play; Player Assistance/Marshals; Golf Shop Staff/Friendliness; Clubhouse and Amenities; Tee Time Availability; Driving Range and Food and Beverage. Respondents were asked to rate each item as "Excellent," "Good," "Fair" or "Poor." Comments were asked for if respondent answered with a "Fair" or "Poor" rating.

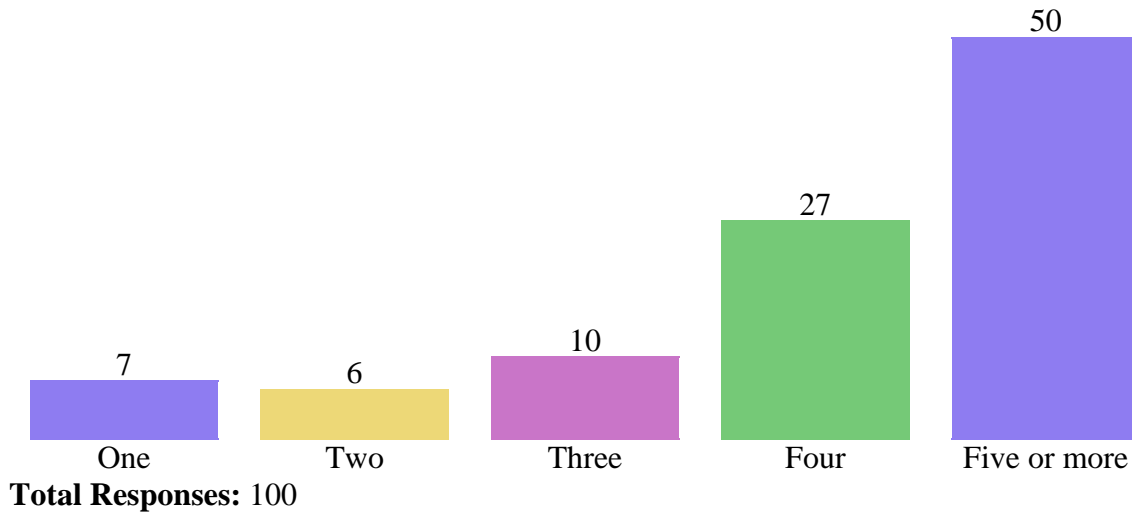
The survey was conducted online via the Web by people who had registered their e-mail with Eagle Bend to receive information periodically, as well as members of the golf leagues (men's, women's and senior's). Hard copies were also provided to golfers during the survey period at the clubhouse. A total of 360 surveys were distributed at the clubhouse or sent via e-mail. A total of 102 completed surveys were received, which equates to a return rate of 28.3 percent.

Ninety-three percent of respondents rated their overall experience at Eagle Bend "Excellent" or "Good."



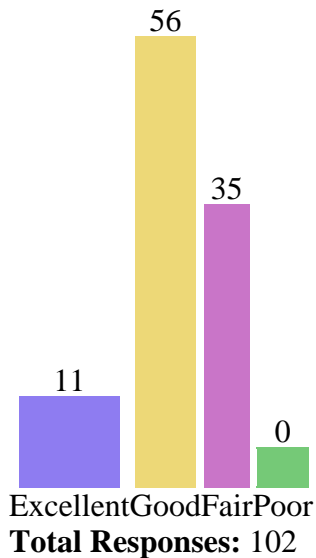
Respondents were frequent users of Eagle Bend, as 87 percent said they played 3 or more times a month. Ninety-nine percent said they'd play at the course again and 97 percent said they'd recommend the course to a friend.

On average, how many times do you play golf per month?

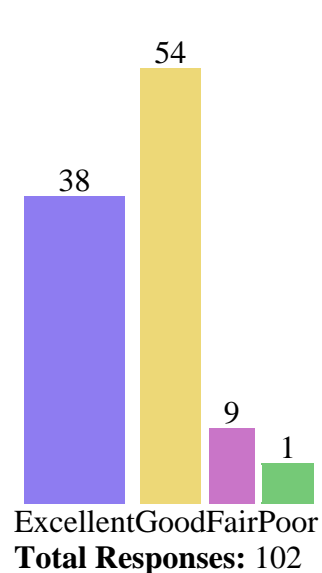


The course conditions feedback mirrored staff's evaluation completed in September and November. Although 65.7 percent of respondents rated the course conditions/playability as "Excellent" or "Good," 90 percent of respondents felt the green conditions were "Excellent" or "Good."

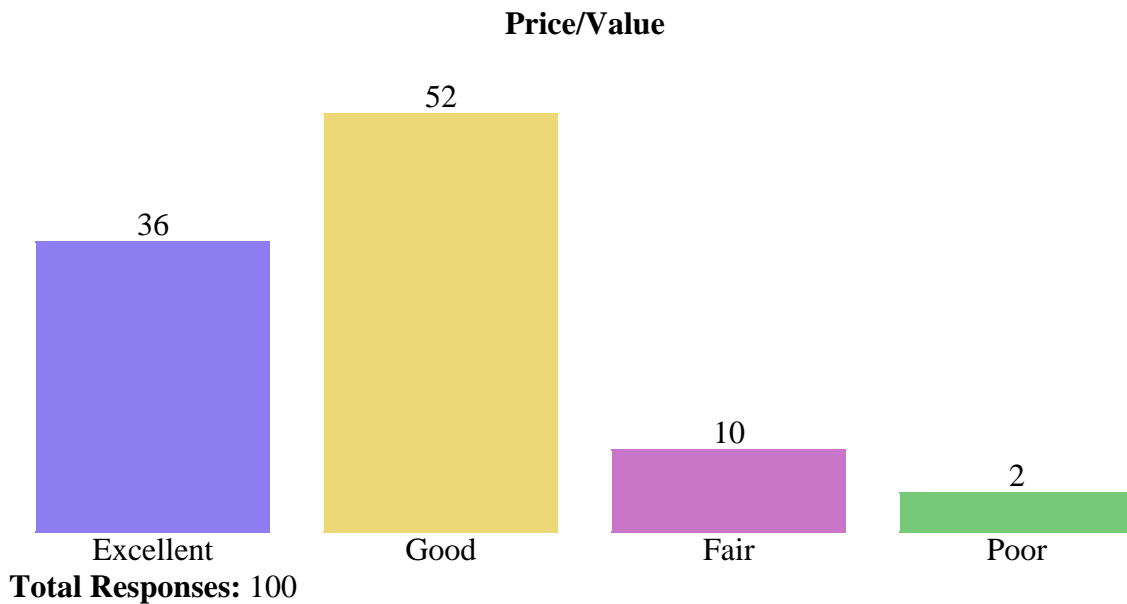
Course Conditions/Playability



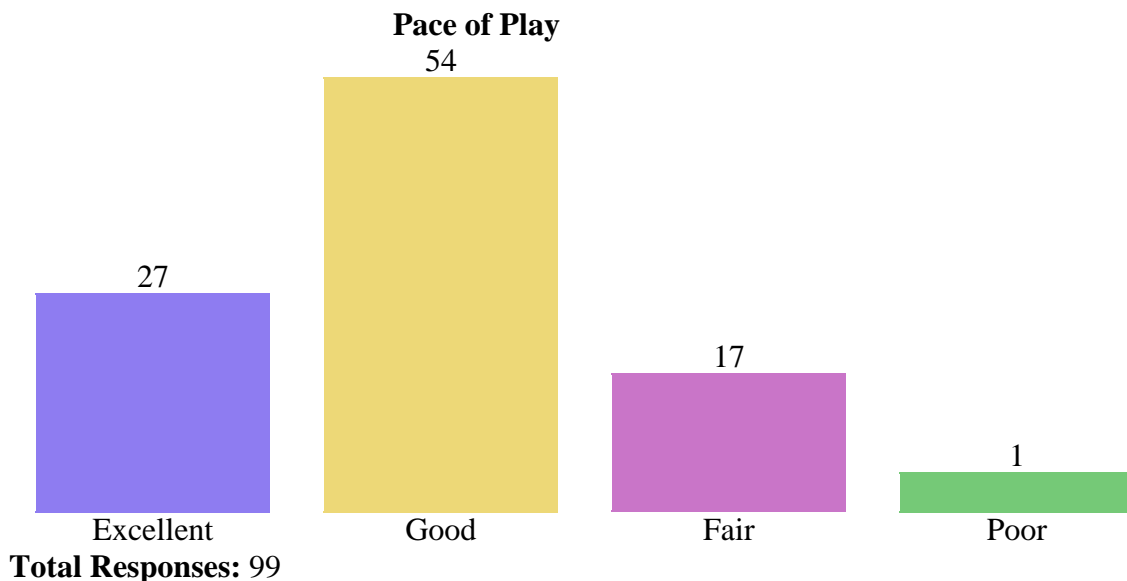
Green Conditions



Comments provided by respondents also mirrored staff regarding some of the holes' fairway and rough conditions needing attention. Some respondents echoed staff in changing the type of grass used. Animal damage in a few of the fairways was also mentioned, as well as the greens being too soft and too slow, which staff also had noted. Some indicated the course was good to excellent in the spring and fall but was distressed in the late summer months. Evaluation of staff provided recommendations to improve the condition of the course and eliminate areas of concern.

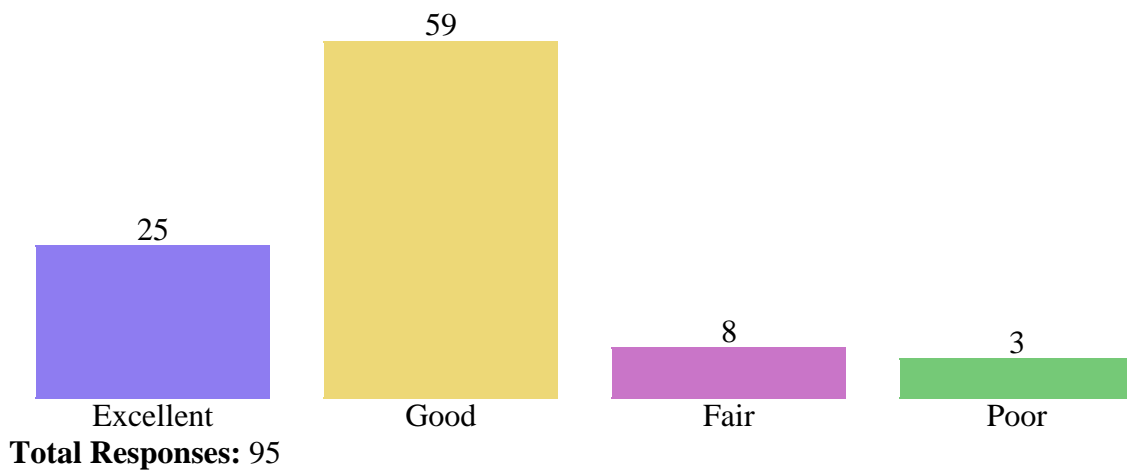


Eighty-eight percent of respondents found the price and the value they received to be “Excellent” or “Good.” Some respondents commented they would like to see a senior rate or a discount for seniors. The rate has remained the same for two years and the year it changed the weekend rate was lowered by \$1. Continued monitoring and surveying of other like courses in the area needs to be conducted annually.



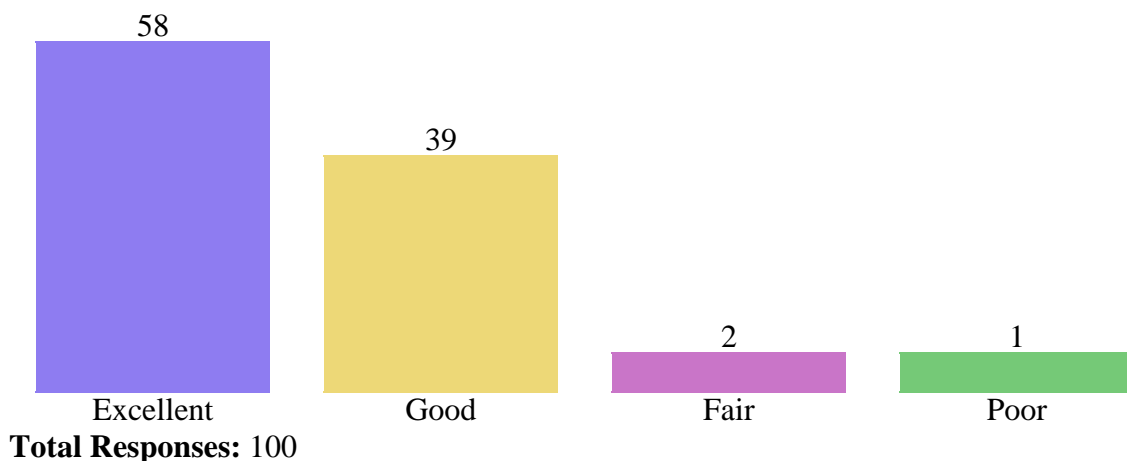
A majority of respondents found the pace of play to be “Good” (54 percent). Overall, 82 percent found it to be “Excellent” or “Good.” Comments included five-somes, which Eagle Bend began allowing in 2007, the need for more Marshals, which will be explained in the next grouping and general etiquette of golfers. Being a public course, golfers who use the course are at all levels of skill. Plus, public courses attract many junior golfers who may also slow the pace of play. The addition of Junior Bend, (two additional tees – for beginning juniors and advanced juniors) in 2004, has helped in this effort, trimming down the yardage for juniors to complete the course in a reasonable time.

Player Assistance/Marshals

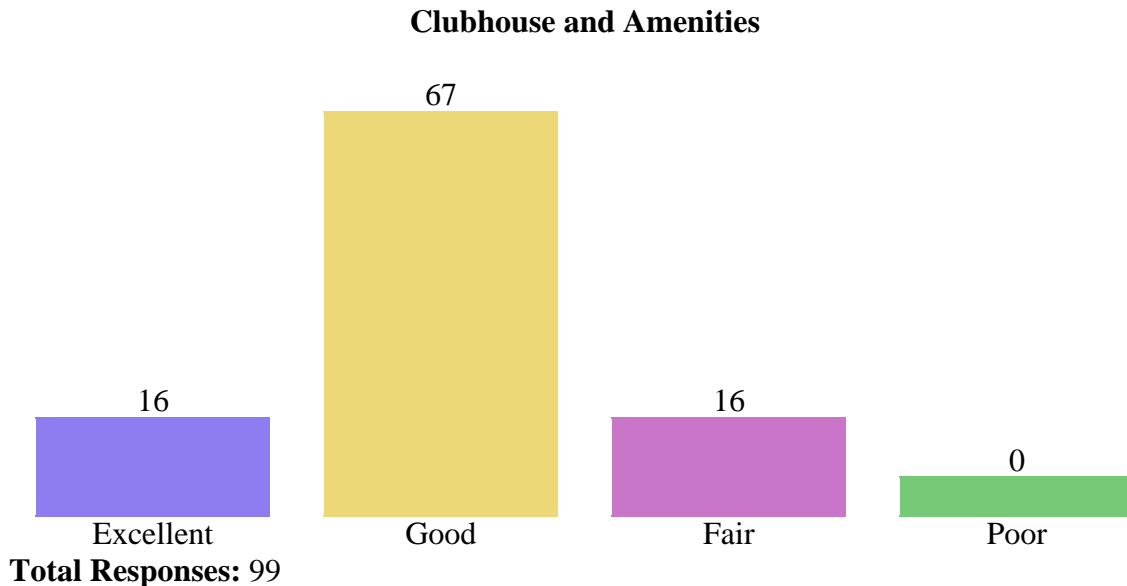


The Marshal program was reorganized in 2007 to be more efficient and effective. It reduced the number of volunteers, and the transition has gone smoothly. Eighty-eight percent of respondents found the Player Assistance/Marshals to be “Excellent” or “Good.” Comments ranged from making improvements to water stations and the pleasant demeanor the Marshals displayed in assisting patrons.

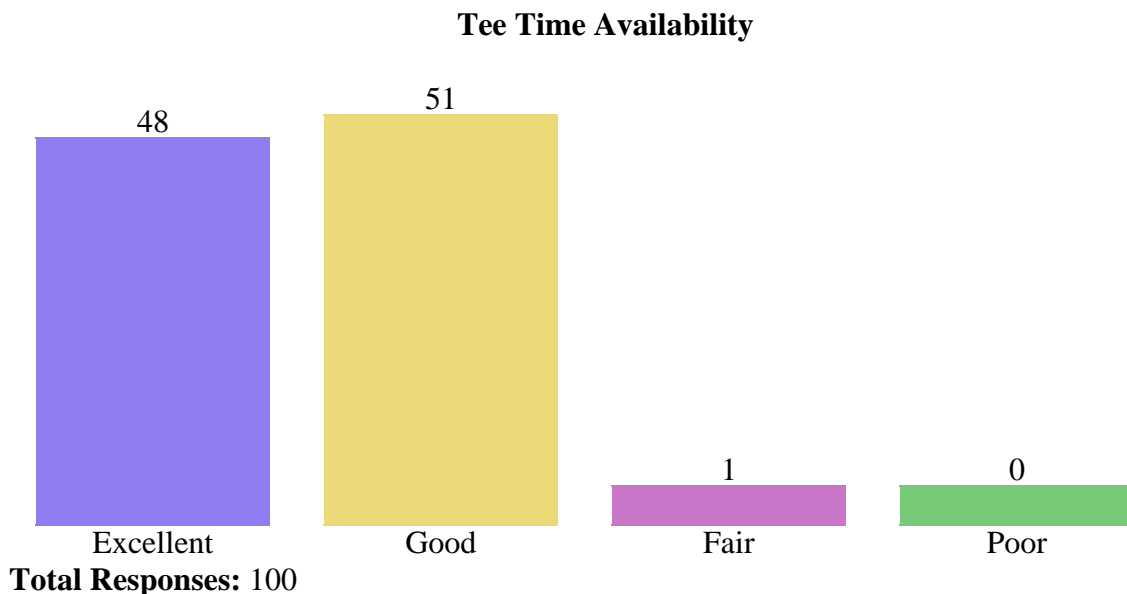
Golf Shop Staff/Friendliness



Quality customer service is an important attribute of the department and the Friendliness of Staff reflects the delivery of that service. It is important we continue to monitor and try to continue improving in this area. Ninety-seven percent of respondents felt the Golf Shop Staff/Friendliness rated “Excellent” or “Good.”

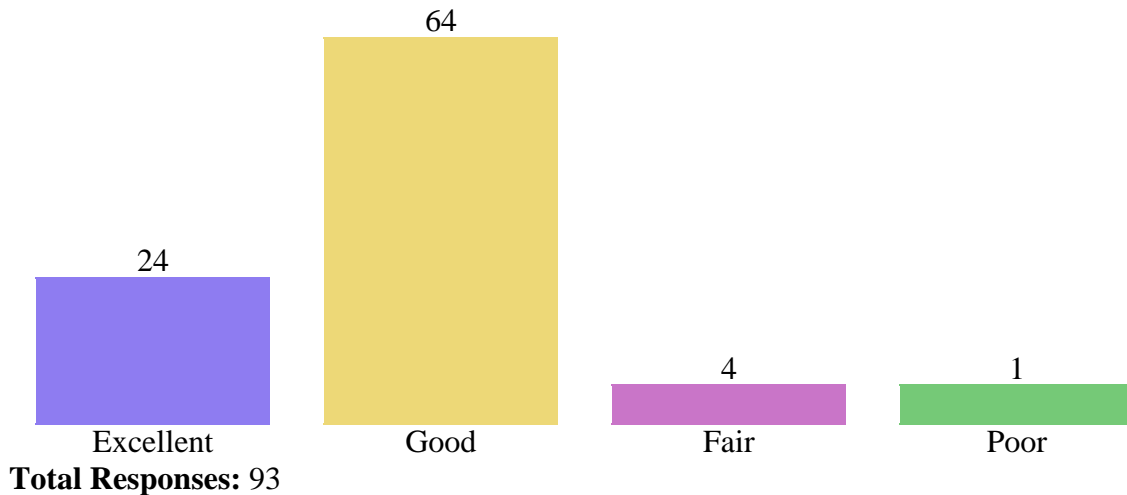


On Clubhouse and Amenities, 84 percent of respondents felt the facility was “Excellent” or “Good.” Comments were given about increasing the size of the clubhouse and restrooms, expanding the food selections and other merchandise, as well including healthy snacks.



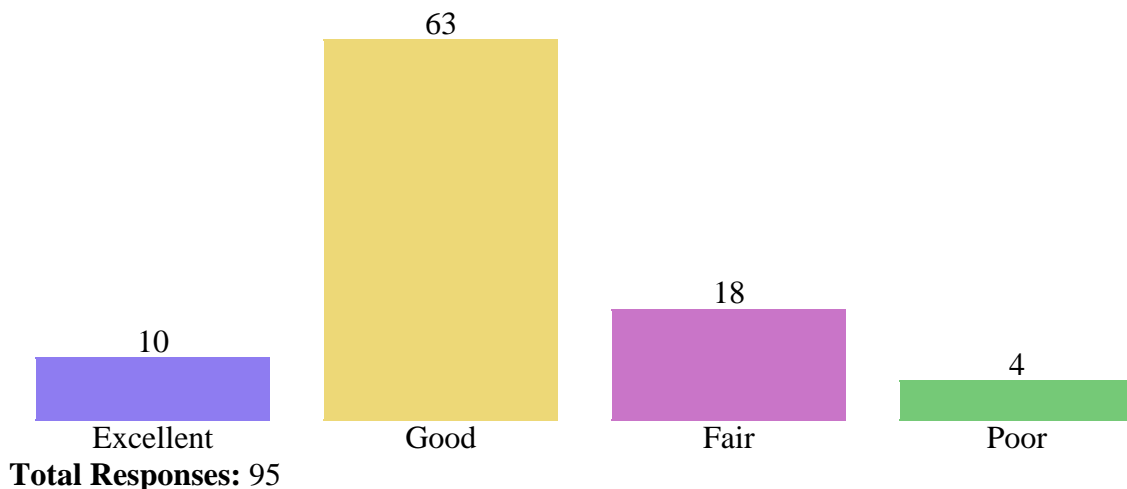
Nearly every respondent felt Tee Time Availability was “Excellent” or “Good” (99 percent). Comments included that golfers must plan ahead, but staff were accommodating when booking a tee time.

Driving Range



The Driving Range also was rated highly by respondents with 95 percent rating it “Excellent” or “Good.” Comments respondents provided included turf, getting new golf balls for the range and creating or adjusting current targets.

Food and Beverage



On the Food and Beverage area, 77 percent of respondents rated the service as “Excellent” or “Good.” Comments were made regarding selection, price and hours the snack bar is manned.

Other areas looked at included the selection of merchandise offered in the Pro Shop; merchandise displaying the Eagle Bend logo; and purchasing habits when at a golf course pro shop.

Although I’d like to have seen more respondents, I feel the survey is accurate in its assessment of the services provided at Eagle Bend. It is important we continue to get

customer feedback, and I suggest we conduct spot surveys (focusing in on one or two days*) a few times throughout the year to have a better assessment of the prime golf season, as well as slower times.

*In the spot surveys every golfer on a given day is asked to fill out a survey. I would also suggest doing this on a week day, as well as a weekend day to get opinions from the different user groups. This would also provide us with a snapshot of users and help us collect other demographical information.