



AND



March 21st 2016
Mayor and Council Presentation

Billy Casper Golf Team Members (Present)

Mark Wesolek – Regional Manager

Dan Evers – Regional Director of Agronomy

Michael Senneca – Regional General Manager

Billy Cullum – RedGate General Manager

Myrick Johnson – RedGate Superintendent



BCG Regional Support Team

Regional Operations

Joel Gohlmann, Sr. VP of Operations

Agronomy

Mark Murphy, Director of Environmental Programming

Marketing

Greg Sinder, Regional Director

Chris Brown, Marketing Associate



THE BIG PICTURE



THE BIG PICTURE

How Did The Golf Industry Fair?

Rounds Played:

US +1.8%

Private -0.4%

Public +2.4%

D.C. / Balt +3.4%



THE BIG PICTURE

How Did The Golf Industry Fair?

PGA –

“Golf facility performance in 2015 concluded on a high note thanks in part to six consecutive months of positive growth in rounds played through December... and contributed to a year-ending 3.4% increase in same store rounds played at America’s golf facilities.”

“Although this was the third wettest year on record for the U.S., a total of 38 states posted year-over-year increases in golf rounds played.”



MARYLAND / AREA RESULTS

How Did Golf do in the Region?

PGA Performance Track - Metro Baltimore / DC Area

	2015 Rounds Played	2014 Rounds Played	% Change	2015 Days Open	2014 Days Open	% Change
Private	20,375	19,855	2.60%	287.7	280.6	2.50%
Daily Fee	28,660	27,903	2.70%	291.2	283.9	2.60%
Municipal/ Univ	27,894	27,183	2.60%	289.7	286.0	1.30%
All Facilities	25,211	24,556	2.70%	289.1	282.9	2.20%



HOW DID WE DO?



2015 RedGate Results

Rounds, Revenue and Expenses

	2015 Actual	2015 Budget	B/(W)	2014 Actual	B/(W)	% Change
Rounds	35,971	39,277	-3,306	35,769	202	.56%
Revenues	\$1,241,985	\$1,476,018	(\$234,032)	\$1,347,857	(\$105,871)	

NGF – Washington DC / Baltimore up 3.8% over 2014. Nationally, rounds were up 1.8%



Growing the Game/Extending Our Reach

Year	Number of Campers
2013	80
2014	140
2015	249



Growing the Game/Extending Our Reach



Growing the Game/Extending Our Reach



Listening – Feedback from Focus Group

Challenges

- Consistent greens
- Geese presence
- Bunker renovation not complete

Successes

- Improving conditions
- Happy with service
- Improved appearance
- Pleased with completed bunker playability





BCG MARKETING

THE MOST POWERFUL PLATFORM IN GOLF



HERE'S TO THE GAME CHANGERS

DRIVEN BY DATA: MARKETING IN TODAY'S GOLF ECONOMY

BILLY CASPER
51 TIME PGA WINNER



REVENUE FUNDAMENTALS



RedGate MAJORS

Top Fundamentals = MAJORS

2016 Majors

- Yield
- Sales
- Loyalty
- Reputation



MAXIMIZING YIELD - DYNAMIC MODEL

Adjusting Rates Based on the Current Market Variables



COMPUTATIONAL ENGINE

ADJUSTED RATES



LOYALTY

Keep Them Coming Back For More. And More.



Revenue Growth

Revenue Solves all Problems

- More money to spend on course maintenance
- Additional capital back into the facility
- More people enjoying the community asset
- Greater sense of community pride



AGRONOMICS

AUDUBON
INTERNATIONAL



Certified Audubon Cooperative Sanctuary



2015 Investment in RedGate

Bunker Progress

- 15 Renovated
- 5 Converted to grass
- 22 Uncompleted



2015 Investment in RedGate



2015 Investment in RedGate



RedGate – Poised for Future Growth



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RedGate – Poised for Future Growth



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RedGate – Poised for Future Growth



A Big
THANK
YOU!



BILLY
CASPER
GOLF