

**Appendices to**  
**Operational Review and Recommendations**  
For Municipal Golf Operations  
In  
**City of Houston**  
**Parks and Recreation Department**  
**Houston, Texas**

**Prepared For:**  
**City of Houston, Texas**

**Prepared By:**



1150 South U.S. Highway One, Suite 401  
Jupiter, Florida 33477  
(561) 744-6006

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# **Appendix A**

## **Demographic Data**

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## OVERALL MARKET AREA

	10 Miles: I45/US59	25 Miles: I45/US59	DMA: Houston TX	CBSA: Houston- Baytown- Sugar Land, TX Metro	Texas	Entire US
<b>Population</b>						
1990	1,120,635	3,036,068	4,021,172	3,767,336	16,986,524	248,710,012
2000	1,239,650	3,746,305	5,006,685	4,715,403	20,851,820	281,421,906
CAGR 1990-2000	1.0%	2.1%	2.2%	2.3%	2.1%	1.2%
2004	1,319,475	4,082,866	5,487,133	5,187,159	22,508,240	293,686,994
2009	1,413,148	4,479,447	6,054,020	5,743,885	24,456,895	308,074,238
CAGR 2004-2009	1.4%	1.9%	2.0%	2.1%	1.7%	1.0%
<b>Households</b>						
1990	414,848	1,096,552	1,440,890	1,352,496	6,070,907	91,947,641
2000	449,840	1,317,915	1,758,364	1,656,797	7,393,354	105,480,101
CAGR 1990-2000	0.8%	1.9%	2.0%	2.1%	2.0%	1.4%
2004	505,967	1,504,246	2,003,497	1,897,350	8,216,915	112,708,665
2009	571,518	1,723,085	2,291,887	2,180,356	9,186,398	121,218,050
CAGR 2004-2009	2.5%	2.8%	2.7%	2.8%	2.3%	1.5%
<b>Median Age</b>						
1990	31	30	31	31	31	33
2000	31	32	32	32	32	35
CAGR 1990-2000	0.1%	0.4%	0.5%	0.4%	0.5%	0.7%
2004	33	33	33	33	33	36
2009	34	34	34	34	34	37
CAGR 2004-2009	0.8%	0.7%	0.7%	0.7%	0.5%	0.6%
<b>Median Household Income</b>						
1990	\$24,122	\$31,796	\$30,921	\$31,413	\$27,038	\$30,102
2004	\$36,956	\$48,517	\$47,642	\$48,451	\$43,487	\$45,660
CAGR 1990-2004	3.6%	3.6%	3.7%	3.7%	4.0%	3.5%
2009	\$39,781	\$54,382	\$53,497	\$54,331	\$49,227	\$51,215
CAGR 2004-2009	1.5%	2.3%	2.3%	2.3%	2.5%	2.3%
<b>Median Disposable Income</b>						
2004	\$32,529	\$41,419	\$40,779	\$41,366	\$37,676	\$39,321
2009	\$34,797	\$45,619	\$45,015	\$45,580	\$42,108	\$43,503
CAGR 2004-2009	1.4%	2.0%	2.0%	2.0%	2.2%	2.0%

	10 Miles: 145/US59	25 Miles: 145/US59	DMA: Houston TX	CBSA: Houston- Baytown- Sugar Land, TX Metro	Texas	Entire US
<b>Population by Age - 2004</b>						
Age 0 to 4	8.3%	8.3%	8.0%	8.1%	8.0%	6.8%
Age 5 to 14	14.5%	15.8%	15.5%	15.6%	15.3%	13.9%
Age 15 to 19	7.0%	7.4%	7.5%	7.5%	7.6%	7.1%
Age 20 to 24	7.8%	7.0%	7.1%	7.0%	7.4%	7.0%
Age 25 to 34	16.3%	15.2%	14.6%	14.7%	14.5%	13.6%
Age 35 to 44	14.5%	15.8%	15.5%	15.6%	14.9%	15.1%
Age 45 to 54	12.8%	14.2%	14.2%	14.3%	13.4%	14.2%
Age 55 to 64	8.8%	8.7%	9.0%	9.0%	8.9%	9.9%
Age 65 to 74	5.4%	4.5%	4.9%	4.7%	5.5%	6.4%
Age 75 to 79	2.0%	1.5%	1.6%	1.6%	2.0%	2.5%
Age 80 to 84	1.4%	1.0%	1.1%	1.1%	1.4%	1.9%
Age 85 Plus	1.3%	0.9%	1.0%	0.9%	1.3%	1.8%
Median Age	33	33	33	33	33	36
<b>Income - 2004</b>						
Median HH Income	\$36,956	\$48,517	\$47,642	\$48,451	\$43,487	\$45,660
Per Capita Income	\$23,832	\$24,329	\$23,508	\$23,900	\$21,502	\$23,504
Average HH Income	\$62,150	\$66,034	\$64,384	\$65,341	\$58,899	\$61,246
<b>Household Income - 2004</b>						
Less than \$10,000	13.4%	8.4%	8.8%	8.5%	9.9%	9.2%
\$10,000 - \$14,999	7.1%	5.0%	5.2%	5.1%	6.0%	5.7%
\$15,000 - \$24,999	13.9%	10.9%	11.1%	10.9%	12.3%	11.7%
\$25,000 - \$34,999	13.4%	11.7%	11.7%	11.6%	12.4%	11.8%
\$35,000 - \$49,999	15.4%	15.4%	15.4%	15.4%	15.9%	15.8%
\$50,000 - \$74,999	15.1%	18.4%	18.5%	18.5%	18.4%	19.4%
\$75,000 - \$99,999	7.9%	11.9%	11.9%	12.1%	10.8%	11.5%
\$100,000 - \$124,999	4.7%	7.6%	7.4%	7.6%	6.1%	6.4%
\$125,000 - \$149,999	2.5%	4.0%	3.8%	3.9%	3.0%	3.1%
\$150,000 Plus	6.7%	6.8%	6.3%	6.6%	5.1%	5.3%
<b>Race - 2004</b>						
White	50.2%	58.5%	63.3%	62.8%	71.0%	75.1%
Black	23.9%	18.8%	16.9%	16.9%	11.5%	12.3%
American Indian/Eskimo	0.5%	0.4%	0.5%	0.4%	0.6%	0.9%
Asian/Pacific Islander	3.1%	5.8%	4.6%	4.8%	2.8%	3.8%
Other Race	22.3%	16.5%	14.7%	15.0%	14.2%	8.0%
<b>Ethnicity - 2004</b>						
Hispanic	48.0%	35.4%	31.6%	32.2%	35.1%	14.3%
Non Hispanic	52.0%	64.6%	68.4%	67.8%	64.9%	85.7%

	10 Miles: I45/US59	25 Miles: I45/US59	DMA: Houston TX	CBSA: Houston- Baytown- Sugar Land, TX Metro	Texas	Entire US
<b>Housing - 2004</b>						
Total Housing Units	554,829	1,617,791	2,196,071	2,063,486	9,066,265	123,896,928
Owner Occupied Housing Units	44.3%	55.0%	57.6%	57.6%	58.9%	61.0%
Renter Occupied Housing Units	46.9%	38.0%	33.6%	34.3%	31.7%	30.0%
Vacant Units	8.8%	7.0%	8.8%	8.1%	9.4%	9.0%
<b>Households - 2004</b>						
Total Households	505,967	1,504,246	2,003,497	1,897,350	8,216,915	112,708,665
Average Household Size	2.6	2.7	2.7	2.7	2.7	2.5
Married Households w/Children	22.9%	30.1%	30.0%	30.3%	28.8%	24.5%
Married Households w/No Children	18.7%	22.3%	23.9%	23.6%	25.0%	26.5%
Nonfamily Households w/Children	13.2%	12.7%	12.3%	12.4%	11.9%	11.0%
Households - 1 Person	2.7%	2.1%	1.9%	2.0%	1.7%	1.7%
Households - 2 People	30.8%	31.0%	31.8%	31.5%	33.0%	33.6%
Households - 3 People	16.7%	18.9%	18.9%	18.9%	18.5%	17.0%
Households - 4 People	14.0%	17.2%	17.1%	17.3%	16.5%	14.6%
Households - 5 People	8.5%	9.1%	8.8%	8.9%	8.4%	6.8%
Households - 6+ People	8.3%	6.9%	6.4%	6.5%	6.0%	4.4%
<b>Employment - 2004 - Census Based</b>						
Employed Pop. Age 16 Plus	1,001,318	3,037,772	4,115,816	3,878,021	16,940,082	228,863,934
% Civilian Employed	91.4%	93.6%	93.7%	93.7%	92.9%	93.5%
% Civilian Unemployed	8.5%	6.3%	6.2%	6.2%	6.0%	5.7%
% in Armed Forces	0.1%	0.1%	0.1%	0.1%	1.1%	0.8%
% in Labor Force	59.5%	66.0%	64.6%	65.3%	63.7%	64.0%
% Not in Labor Force	40.5%	34.0%	35.4%	34.7%	36.3%	36.0%
<b>Educational Attainment - 2004</b>						
Population - Age 25 Plus	822,977	2,513,802	3,401,288	3,207,743	13,920,839	191,837,342
Less than 9th Grade	18.7%	11.5%	10.9%	10.8%	11.5%	7.6%
9th - 12th Grade	16.9%	12.8%	13.2%	13.0%	12.9%	12.1%
High School Graduate	20.2%	21.3%	23.6%	23.1%	24.8%	28.6%
Some College, No Degree	16.3%	21.5%	21.9%	22.0%	22.4%	21.1%
Associate Degree	3.0%	5.0%	5.0%	5.0%	5.2%	6.3%
Bachelor's Degree	14.8%	18.6%	17.0%	17.5%	15.6%	15.6%
Graduate or Prof. Degree	10.1%	9.3%	8.4%	8.6%	7.6%	8.9%

## BROCK PARK GOLF COURSE

	3 Miles: Brock	5 Miles: Brock	Entire US
<b>Population</b>			
1990	30,673	112,305	248,710,012
2000	35,578	123,080	281,421,906
CAGR 1990-2000	1.5%	0.9%	1.2%
2004	38,726	131,481	293,686,994
2009	42,516	141,633	308,074,238
CAGR 2004-2009	1.9%	1.5%	1.0%
<b>Households</b>			
1990	9,395	36,093	91,947,641
2000	10,479	39,197	105,480,101
CAGR 1990-2000	1.1%	0.8%	1.4%
2004	12,009	43,992	112,708,665
2009	13,850	49,670	121,218,050
CAGR 2004-2009	2.9%	2.5%	1.5%
<b>Median Age</b>			
1990	28	29	33
2000	28	30	35
CAGR 1990-2000	0.1%	0.3%	0.7%
2004	30	31	36
2009	31	32	37
CAGR 2004-2009	0.7%	0.8%	0.6%
<b>Median Household Income</b>			
1990	\$27,117	\$26,024	\$30,102
2004	\$35,230	\$35,856	\$45,660
CAGR 1990-2004	2.2%	2.7%	3.5%
2009	\$37,962	\$38,524	\$51,215
CAGR 2004-2009	1.5%	1.4%	2.3%
<b>Median Disposable Income</b>			
2004	\$31,158	\$31,655	\$39,321
2009	\$33,309	\$33,828	\$43,503
CAGR 2004-2009	1.3%	1.3%	2.0%

	3 Miles: Brock	5 Miles: Brock	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	9.0%	8.6%	6.8%
Age 5 to 14	19.4%	17.7%	13.9%
Age 15 to 19	8.8%	8.4%	7.1%
Age 20 to 24	7.1%	7.3%	7.0%
Age 25 to 34	13.5%	13.5%	13.6%
Age 35 to 44	14.5%	14.0%	15.1%
Age 45 to 54	14.0%	13.6%	14.2%
Age 55 to 64	8.2%	9.5%	9.9%
Age 65 to 74	3.8%	4.8%	6.4%
Age 75 to 79	0.9%	1.3%	2.5%
Age 80 to 84	0.6%	0.8%	1.9%
Age 85 Plus	0.4%	0.6%	1.8%
Median Age	30	31	36
<b>Income - 2004</b>			
Median HH Income	\$35,230	\$35,856	\$45,660
Per Capita Income	\$13,640	\$14,986	\$23,504
Average HH Income	\$43,986	\$44,789	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	13.5%	13.6%	9.2%
\$10,000 - \$14,999	7.5%	7.2%	5.7%
\$15,000 - \$24,999	14.6%	14.0%	11.7%
\$25,000 - \$34,999	14.2%	14.1%	11.8%
\$35,000 - \$49,999	17.5%	17.0%	15.8%
\$50,000 - \$74,999	18.3%	17.8%	19.4%
\$75,000 - \$99,999	8.1%	9.0%	11.5%
\$100,000 - \$124,999	3.3%	4.0%	6.4%
\$125,000 - \$149,999	1.5%	1.4%	3.1%
\$150,000 Plus	1.6%	1.8%	5.3%
<b>Race - 2004</b>			
White	33.5%	32.5%	75.1%
Black	45.8%	48.2%	12.3%
American Indian/Eskimo	0.4%	0.4%	0.9%
Asian/Pacific Islander	1.1%	1.6%	3.8%
Other Race	19.2%	17.4%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	36.3%	35.5%	14.3%
Non Hispanic	63.7%	64.5%	85.7%



	3 Miles: Brock	5 Miles: Brock	Entire US
<b>Housing - 2004</b>			
Total Housing Units	12,871	47,289	123,896,928
Owner Occupied Housing Units	63.1%	59.5%	61.0%
Renter Occupied Housing Units	30.2%	33.5%	30.0%
Vacant Units	6.7%	7.0%	9.0%
<b>Households - 2004</b>			
Total Households	12,009	43,992	112,708,665
Average Household Size	3.2	3.0	2.5
Married Households w/Children	32.9%	29.3%	24.5%
Married Households w/No Children	18.8%	19.9%	26.5%
Nonfamily Households w/Children	22.4%	20.5%	11.0%
Households - 1 Person	2.2%	2.5%	1.7%
Households - 2 People	25.5%	27.4%	33.6%
Households - 3 People	20.6%	20.7%	17.0%
Households - 4 People	19.5%	18.4%	14.6%
Households - 5 People	12.3%	11.1%	6.8%
Households - 6+ People	11.5%	9.7%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	27,013	94,656	228,863,934
% Civilian Employed	89.4%	90.5%	93.5%
% Civilian Unemployed	10.5%	9.5%	5.7%
% in Armed Forces	0.0%	0.1%	0.8%
% in Labor Force	59.4%	59.6%	64.0%
% Not in Labor Force	40.6%	40.4%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	21,588	76,276	191,837,342
Less than 9th Grade	15.0%	13.8%	7.6%
9th - 12th Grade	22.7%	20.9%	12.1%
High School Graduate	31.1%	30.3%	28.6%
Some College, No Degree	20.1%	21.2%	21.1%
Associate Degree	3.2%	4.1%	6.3%
Bachelor's Degree	5.0%	6.9%	15.6%
Graduate or Prof. Degree	2.9%	2.9%	8.9%

## GUS WORTHAM PARK GOLF COURSE

	3 Miles: Gus Wortham	5 Miles: Gus Wortham	Entire US
<b>Population</b>			
1990	124,411	309,766	248,710,012
2000	130,080	334,904	281,421,906
CAGR 1990-2000	0.4%	0.8%	1.2%
2004	138,952	355,956	293,686,994
2009	148,750	379,320	308,074,238
CAGR 2004-2009	1.4%	1.3%	1.0%
<b>Households</b>			
1990	35,902	95,913	91,947,641
2000	36,885	100,989	105,480,101
CAGR 1990-2000	0.3%	0.5%	1.4%
2004	41,460	113,464	112,708,665
2009	46,569	127,457	121,218,050
CAGR 2004-2009	2.4%	2.4%	1.5%
<b>Median Age</b>			
1990	26	29	33
2000	27	29	35
CAGR 1990-2000	0.3%	0.2%	0.7%
2004	28	30	36
2009	29	32	37
CAGR 2004-2009	0.7%	0.8%	0.6%
<b>Median Household Income</b>			
1990	\$17,456	\$17,412	\$30,102
2004	\$27,036	\$27,395	\$45,660
CAGR 1990-2004	3.7%	3.8%	3.5%
2009	\$29,497	\$29,898	\$51,215
CAGR 2004-2009	1.8%	1.8%	2.3%
<b>Median Disposable Income</b>			
2004	\$24,583	\$24,878	\$39,321
2009	\$26,494	\$26,827	\$43,503
CAGR 2004-2009	1.5%	1.5%	2.0%

	3 Miles: Gus Wortham	5 Miles: Gus Wortham	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	9.6%	8.7%	6.8%
Age 5 to 14	17.0%	16.1%	13.9%
Age 15 to 19	9.1%	8.5%	7.1%
Age 20 to 24	9.4%	8.6%	7.0%
Age 25 to 34	15.2%	14.9%	13.6%
Age 35 to 44	13.2%	13.8%	15.1%
Age 45 to 54	11.2%	11.8%	14.2%
Age 55 to 64	7.4%	8.2%	9.9%
Age 65 to 74	4.5%	5.3%	6.4%
Age 75 to 79	1.5%	1.8%	2.5%
Age 80 to 84	1.0%	1.3%	1.9%
Age 85 Plus	1.0%	1.1%	1.8%
Median Age	28	30	36
<b>Income - 2004</b>			
Median HH Income	\$27,036	\$27,395	\$45,660
Per Capita Income	\$10,879	\$12,903	\$23,504
Average HH Income	\$36,459	\$40,478	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	17.2%	19.5%	9.2%
\$10,000 - \$14,999	10.6%	9.7%	5.7%
\$15,000 - \$24,999	18.7%	17.1%	11.7%
\$25,000 - \$34,999	15.9%	14.3%	11.8%
\$35,000 - \$49,999	15.8%	15.3%	15.8%
\$50,000 - \$74,999	12.4%	13.0%	19.4%
\$75,000 - \$99,999	5.2%	5.6%	11.5%
\$100,000 - \$124,999	1.9%	2.4%	6.4%
\$125,000 - \$149,999	0.9%	1.1%	3.1%
\$150,000 Plus	1.4%	2.1%	5.3%
<b>Race - 2004</b>			
White	46.0%	38.8%	75.1%
Black	11.9%	29.1%	12.3%
American Indian/Eskimo	0.7%	0.6%	0.9%
Asian/Pacific Islander	1.2%	1.9%	3.8%
Other Race	40.2%	29.7%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	82.4%	62.5%	14.3%
Non Hispanic	17.6%	37.5%	85.7%

	3 Miles: Gus Wortham	5 Miles: Gus Wortham	Entire US
<b>Housing - 2004</b>			
Total Housing Units	45,205	125,554	123,896,928
Owner Occupied Housing Units	42.0%	43.3%	61.0%
Renter Occupied Housing Units	49.7%	47.1%	30.0%
Vacant Units	8.3%	9.6%	9.0%
<b>Households - 2004</b>			
Total Households	41,460	113,464	112,708,665
Average Household Size	3.3	3.0	2.5
Married Households w/Children	34.5%	27.7%	24.5%
Married Households w/No Children	15.6%	15.6%	26.5%
Nonfamily Households w/Children	17.2%	17.5%	11.0%
Households - 1 Person	3.9%	3.4%	1.7%
Households - 2 People	22.3%	25.6%	33.6%
Households - 3 People	18.9%	18.0%	17.0%
Households - 4 People	17.6%	15.8%	14.6%
Households - 5 People	13.1%	11.2%	6.8%
Households - 6+ People	15.0%	12.3%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	99,811	262,228	228,863,934
% Civilian Employed	84.1%	86.6%	93.5%
% Civilian Unemployed	15.8%	13.4%	5.7%
% in Armed Forces	0.1%	0.0%	0.8%
% in Labor Force	52.9%	51.4%	64.0%
% Not in Labor Force	47.1%	48.7%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	76,294	206,943	191,837,342
Less than 9th Grade	38.4%	28.5%	7.6%
9th - 12th Grade	23.9%	23.3%	12.1%
High School Graduate	19.4%	22.6%	28.6%
Some College, No Degree	10.5%	13.8%	21.1%
Associate Degree	1.7%	2.2%	6.3%
Bachelor's Degree	4.0%	5.7%	15.6%
Graduate or Prof. Degree	2.2%	3.8%	8.9%

## MEMORIAL PARK GOLF COURSE

	3 Miles: Memorial	5 Miles: Memorial	Entire US
<b>Population</b>			
1990	100,049	346,007	248,710,012
2000	106,809	379,988	281,421,906
CAGR 1990-2000	0.7%	0.9%	1.2%
2004	117,472	409,753	293,686,994
2009	130,317	444,949	308,074,238
CAGR 2004-2009	2.1%	1.7%	1.0%
<b>Households</b>			
1990	46,508	147,633	91,947,641
2000	52,379	164,355	105,480,101
CAGR 1990-2000	1.2%	1.1%	1.4%
2004	60,719	187,612	112,708,665
2009	70,831	215,286	121,218,050
CAGR 2004-2009	3.1%	2.8%	1.5%
<b>Median Age</b>			
1990	34	33	33
2000	36	34	35
CAGR 1990-2000	0.6%	0.4%	0.7%
2004	37	35	36
2009	39	37	37
CAGR 2004-2009	0.8%	0.7%	0.6%
<b>Median Household Income</b>			
1990	\$29,988	\$29,252	\$30,102
2004	\$53,550	\$48,928	\$45,660
CAGR 1990-2004	5.0%	4.4%	3.5%
2009	\$59,414	\$54,742	\$51,215
CAGR 2004-2009	2.1%	2.3%	2.3%
<b>Median Disposable Income</b>			
2004	\$45,050	\$41,740	\$39,321
2009	\$49,339	\$45,877	\$43,503
CAGR 2004-2009	1.8%	1.9%	2.0%

	3 Miles: Memorial	5 Miles: Memorial	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	5.9%	6.7%	6.8%
Age 5 to 14	9.3%	11.0%	13.9%
Age 15 to 19	4.6%	5.5%	7.1%
Age 20 to 24	6.6%	7.6%	7.0%
Age 25 to 34	19.5%	18.9%	13.6%
Age 35 to 44	15.9%	16.0%	15.1%
Age 45 to 54	15.5%	14.5%	14.2%
Age 55 to 64	10.4%	9.4%	9.9%
Age 65 to 74	5.9%	5.3%	6.4%
Age 75 to 79	2.4%	2.1%	2.5%
Age 80 to 84	1.9%	1.6%	1.9%
Age 85 Plus	2.1%	1.6%	1.8%
Median Age	37	35	36
<b>Income - 2004</b>			
Median HH Income	\$53,550	\$48,928	\$45,660
Per Capita Income	\$50,008	\$40,368	\$23,504
Average HH Income	\$96,749	\$88,166	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	7.9%	8.8%	9.2%
\$10,000 - \$14,999	4.8%	5.1%	5.7%
\$15,000 - \$24,999	9.5%	10.9%	11.7%
\$25,000 - \$34,999	10.1%	11.2%	11.8%
\$35,000 - \$49,999	14.6%	14.9%	15.8%
\$50,000 - \$74,999	17.2%	16.3%	19.4%
\$75,000 - \$99,999	10.4%	9.8%	11.5%
\$100,000 - \$124,999	7.5%	6.8%	6.4%
\$125,000 - \$149,999	4.5%	4.0%	3.1%
\$150,000 Plus	13.5%	12.3%	5.3%
<b>Race - 2004</b>			
White	75.8%	69.4%	75.1%
Black	4.3%	9.8%	12.3%
American Indian/Eskimo	0.5%	0.4%	0.9%
Asian/Pacific Islander	2.6%	3.1%	3.8%
Other Race	16.8%	17.3%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	35.2%	38.6%	14.3%
Non Hispanic	64.8%	61.4%	85.7%

	3 Miles: Memorial	5 Miles: Memorial	Entire US
<b>Housing - 2004</b>			
Total Housing Units	68,267	209,343	123,896,928
Owner Occupied Housing Units	40.4%	40.6%	61.0%
Renter Occupied Housing Units	48.5%	49.0%	30.0%
Vacant Units	11.1%	10.4%	9.0%
<b>Households - 2004</b>			
Total Households	60,719	187,612	112,708,665
Average Household Size	1.9	2.1	2.5
Married Households w/Children	13.1%	16.6%	24.5%
Married Households w/No Children	20.9%	19.9%	26.5%
Nonfamily Households w/Children	5.8%	7.5%	11.0%
Households - 1 Person	1.7%	2.0%	1.7%
Households - 2 People	37.2%	35.1%	33.6%
Households - 3 People	12.8%	14.0%	17.0%
Households - 4 People	9.2%	11.0%	14.6%
Households - 5 People	4.8%	5.8%	6.8%
Households - 6+ People	4.1%	5.0%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	98,558	333,438	228,863,934
% Civilian Employed	95.9%	94.3%	93.5%
% Civilian Unemployed	4.0%	5.7%	5.7%
% in Armed Forces	0.1%	0.1%	0.8%
% in Labor Force	68.3%	65.7%	64.0%
% Not in Labor Force	31.7%	34.4%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	86,425	283,748	191,837,342
Less than 9th Grade	10.5%	12.2%	7.6%
9th - 12th Grade	8.4%	10.6%	12.1%
High School Graduate	13.0%	15.4%	28.6%
Some College, No Degree	18.1%	17.6%	21.1%
Associate Degree	3.5%	3.3%	6.3%
Bachelor's Degree	28.9%	24.5%	15.6%
Graduate or Prof. Degree	17.7%	16.5%	8.9%

## SHARPSTOWN PARK GOLF COURSE

	3 Miles: Sharpstown	5 Miles: Sharpstown	Entire US
<b>Population</b>			
1990	188,830	430,600	248,710,012
2000	243,002	530,044	281,421,906
CAGR 1990-2000	2.6%	2.1%	1.2%
2004	256,028	562,683	293,686,994
2009	271,455	601,199	308,074,238
CAGR 2004-2009	1.2%	1.3%	1.0%
<b>Households</b>			
1990	85,037	187,563	91,947,641
2000	96,626	214,291	105,480,101
CAGR 1990-2000	1.3%	1.3%	1.4%
2004	107,401	240,409	112,708,665
2009	119,883	270,928	121,218,050
CAGR 2004-2009	2.2%	2.4%	1.5%
<b>Median Age</b>			
1990	29	31	33
2000	29	31	35
CAGR 1990-2000	-0.1%	0.0%	0.7%
2004	30	32	36
2009	30	33	37
CAGR 2004-2009	0.5%	0.7%	0.6%
<b>Median Household Income</b>			
1990	\$24,688	\$30,466	\$30,102
2004	\$33,019	\$41,894	\$45,660
CAGR 1990-2004	2.5%	2.7%	3.5%
2009	\$35,769	\$47,233	\$51,215
CAGR 2004-2009	1.6%	2.4%	2.3%
<b>Median Disposable Income</b>			
2004	\$29,325	\$36,422	\$39,321
2009	\$31,515	\$40,418	\$43,503
CAGR 2004-2009	1.5%	2.1%	2.0%



	3 Miles: Sharpstown	5 Miles: Sharpstown	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	9.8%	8.7%	6.8%
Age 5 to 14	13.2%	13.6%	13.9%
Age 15 to 19	6.1%	6.0%	7.1%
Age 20 to 24	9.9%	8.0%	7.0%
Age 25 to 34	21.6%	18.9%	13.6%
Age 35 to 44	15.0%	15.4%	15.1%
Age 45 to 54	10.8%	12.9%	14.2%
Age 55 to 64	6.7%	8.2%	9.9%
Age 65 to 74	3.8%	4.5%	6.4%
Age 75 to 79	1.3%	1.6%	2.5%
Age 80 to 84	0.9%	1.1%	1.9%
Age 85 Plus	0.9%	1.0%	1.8%
Median Age	30	32	36
<b>Income - 2004</b>			
Median HH Income	\$33,019	\$41,894	\$45,660
Per Capita Income	\$19,085	\$28,423	\$23,504
Average HH Income	\$45,496	\$66,524	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	11.7%	8.9%	9.2%
\$10,000 - \$14,999	7.4%	5.7%	5.7%
\$15,000 - \$24,999	16.9%	13.2%	11.7%
\$25,000 - \$34,999	17.0%	14.2%	11.8%
\$35,000 - \$49,999	17.0%	16.5%	15.8%
\$50,000 - \$74,999	14.8%	16.1%	19.4%
\$75,000 - \$99,999	6.7%	9.0%	11.5%
\$100,000 - \$124,999	3.7%	5.7%	6.4%
\$125,000 - \$149,999	1.7%	3.1%	3.1%
\$150,000 Plus	3.1%	7.6%	5.3%
<b>Race - 2004</b>			
White	45.8%	51.9%	75.1%
Black	20.1%	20.9%	12.3%
American Indian/Eskimo	0.5%	0.4%	0.9%
Asian/Pacific Islander	9.8%	9.8%	3.8%
Other Race	23.7%	17.0%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	47.8%	35.9%	14.3%
Non Hispanic	52.2%	64.1%	85.7%

	3 Miles: Sharpstown	5 Miles: Sharpstown	Entire US
<b>Housing - 2004</b>			
Total Housing Units	116,587	260,572	123,896,928
Owner Occupied Housing Units	22.0%	34.8%	61.0%
Renter Occupied Housing Units	70.1%	57.4%	30.0%
Vacant Units	7.9%	7.7%	9.0%
<b>Households - 2004</b>			
Total Households	107,401	240,409	112,708,665
Average Household Size	2.4	2.3	2.5
Married Households w/Children	20.8%	21.6%	24.5%
Married Households w/No Children	16.0%	19.4%	26.5%
Nonfamily Households w/Children	13.7%	12.4%	11.0%
Households - 1 Person	3.3%	2.5%	1.7%
Households - 2 People	31.5%	33.2%	33.6%
Households - 3 People	17.3%	17.1%	17.0%
Households - 4 People	13.5%	13.7%	14.6%
Households - 5 People	7.5%	7.2%	6.8%
Households - 6+ People	6.2%	5.4%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	194,400	430,922	228,863,934
% Civilian Employed	92.8%	93.8%	93.5%
% Civilian Unemployed	7.1%	6.2%	5.7%
% in Armed Forces	0.1%	0.1%	0.8%
% in Labor Force	66.9%	67.9%	64.0%
% Not in Labor Force	33.1%	32.1%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	155,860	358,376	191,837,342
Less than 9th Grade	17.5%	11.4%	7.6%
9th - 12th Grade	13.7%	10.5%	12.1%
High School Graduate	18.5%	16.5%	28.6%
Some College, No Degree	18.7%	20.1%	21.1%
Associate Degree	4.4%	4.7%	6.3%
Bachelor's Degree	18.2%	23.8%	15.6%
Graduate or Prof. Degree	9.2%	13.1%	8.9%

## GLENBROOK PARK GOLF COURSE

	3 Miles: Glenbrook	5 Miles: Glenbrook	Entire US
<b>Population</b>			
1990	110,411	283,556	248,710,012
2000	129,301	317,448	281,421,906
CAGR 1990-2000	1.6%	1.1%	1.2%
2004	136,615	337,306	293,686,994
2009	145,409	360,467	308,074,238
CAGR 2004-2009	1.3%	1.3%	1.0%
<b>Households</b>			
1990	36,637	93,357	91,947,641
2000	38,423	97,201	105,480,101
CAGR 1990-2000	0.5%	0.4%	1.4%
2004	42,750	108,704	112,708,665
2009	47,821	121,979	121,218,050
CAGR 2004-2009	2.3%	2.3%	1.5%
<b>Median Age</b>			
1990	29	28	33
2000	28	28	35
CAGR 1990-2000	-0.4%	-0.2%	0.7%
2004	29	29	36
2009	30	30	37
CAGR 2004-2009	0.8%	0.8%	0.6%
<b>Median Household Income</b>			
1990	\$22,744	\$22,321	\$30,102
2004	\$32,588	\$32,283	\$45,660
CAGR 1990-2004	3.0%	3.1%	3.5%
2009	\$35,129	\$34,965	\$51,215
CAGR 2004-2009	1.5%	1.6%	2.3%
<b>Median Disposable Income</b>			
2004	\$28,988	\$28,697	\$39,321
2009	\$31,072	\$30,860	\$43,503
CAGR 2004-2009	1.4%	1.5%	2.0%

	3 Miles: Glenbrook	5 Miles: Glenbrook	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	10.1%	9.9%	6.8%
Age 5 to 14	17.6%	17.3%	13.9%
Age 15 to 19	8.1%	8.1%	7.1%
Age 20 to 24	8.3%	8.2%	7.0%
Age 25 to 34	15.4%	15.2%	13.6%
Age 35 to 44	13.6%	13.6%	15.1%
Age 45 to 54	11.4%	11.4%	14.2%
Age 55 to 64	7.3%	7.9%	9.9%
Age 65 to 74	4.3%	4.8%	6.4%
Age 75 to 79	1.7%	1.7%	2.5%
Age 80 to 84	1.2%	1.1%	1.9%
Age 85 Plus	1.0%	0.9%	1.8%
Median Age	29	29	36
<b>Income - 2004</b>			
Median HH Income	\$32,588	\$32,283	\$45,660
Per Capita Income	\$13,003	\$13,398	\$23,504
Average HH Income	\$41,552	\$41,573	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	12.2%	13.1%	9.2%
\$10,000 - \$14,999	8.1%	8.6%	5.7%
\$15,000 - \$24,999	16.7%	16.3%	11.7%
\$25,000 - \$34,999	16.6%	16.3%	11.8%
\$35,000 - \$49,999	17.5%	17.8%	15.8%
\$50,000 - \$74,999	16.2%	15.8%	19.4%
\$75,000 - \$99,999	7.2%	6.8%	11.5%
\$100,000 - \$124,999	2.5%	2.7%	6.4%
\$125,000 - \$149,999	1.2%	1.0%	3.1%
\$150,000 Plus	1.8%	1.7%	5.3%
<b>Race - 2004</b>			
White	47.4%	48.3%	75.1%
Black	10.5%	15.3%	12.3%
American Indian/Eskimo	0.6%	0.6%	0.9%
Asian/Pacific Islander	3.2%	2.0%	3.8%
Other Race	38.3%	33.8%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	73.7%	68.2%	14.3%
Non Hispanic	26.3%	31.8%	85.7%

	3 Miles: Glenbrook	5 Miles: Glenbrook	Entire US
<b>Housing - 2004</b>			
Total Housing Units	45,338	116,884	123,896,928
Owner Occupied Housing Units	49.7%	49.2%	61.0%
Renter Occupied Housing Units	44.6%	43.8%	30.0%
Vacant Units	5.7%	7.0%	9.0%
<b>Households - 2004</b>			
Total Households	42,750	108,704	112,708,665
Average Household Size	3.2	3.1	2.5
Married Households w/Children	36.5%	33.7%	24.5%
Married Households w/No Children	17.9%	18.3%	26.5%
Nonfamily Households w/Children	15.3%	16.3%	11.0%
Households - 1 Person	3.4%	3.1%	1.7%
Households - 2 People	24.3%	25.5%	33.6%
Households - 3 People	18.7%	18.9%	17.0%
Households - 4 People	17.9%	17.5%	14.6%
Households - 5 People	13.0%	12.2%	6.8%
Households - 6+ People	13.2%	12.3%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	96,761	240,508	228,863,934
% Civilian Employed	89.9%	89.7%	93.5%
% Civilian Unemployed	10.0%	10.2%	5.7%
% in Armed Forces	0.0%	0.1%	0.8%
% in Labor Force	56.5%	56.1%	64.0%
% Not in Labor Force	43.5%	43.9%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	76,354	190,596	191,837,342
Less than 9th Grade	28.9%	26.7%	7.6%
9th - 12th Grade	22.2%	22.5%	12.1%
High School Graduate	24.3%	25.2%	28.6%
Some College, No Degree	14.6%	15.4%	21.1%
Associate Degree	2.6%	2.8%	6.3%
Bachelor's Degree	4.8%	4.9%	15.6%
Graduate or Prof. Degree	2.6%	2.6%	8.9%

## HERMANN PARK GOLF COURSE

	3 Miles: Hermann	5 Miles: Hermann	Entire US
<b>Population</b>			
1990	126,998	321,954	248,710,012
2000	136,084	349,234	281,421,906
CAGR 1990-2000	0.7%	0.8%	1.2%
2004	149,608	382,706	293,686,994
2009	164,610	420,540	308,074,238
CAGR 2004-2009	1.9%	1.9%	1.0%
<b>Households</b>			
1990	56,286	126,818	91,947,641
2000	63,234	141,425	105,480,101
CAGR 1990-2000	1.2%	1.1%	1.4%
2004	73,469	164,305	112,708,665
2009	85,352	191,122	121,218,050
CAGR 2004-2009	3.0%	3.1%	1.5%
<b>Median Age</b>			
1990	32	32	33
2000	33	33	35
CAGR 1990-2000	0.4%	0.4%	0.7%
2004	34	34	36
2009	36	35	37
CAGR 2004-2009	0.8%	0.8%	0.6%
<b>Median Household Income</b>			
1990	\$23,481	\$24,176	\$30,102
2004	\$40,341	\$40,983	\$45,660
CAGR 1990-2004	4.6%	4.5%	3.5%
2009	\$45,282	\$46,280	\$51,215
CAGR 2004-2009	2.3%	2.5%	2.3%
<b>Median Disposable Income</b>			
2004	\$35,194	\$35,708	\$39,321
2009	\$38,509	\$39,521	\$43,503
CAGR 2004-2009	1.8%	2.0%	2.0%

	3 Miles: Hermann	5 Miles: Hermann	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	6.3%	7.0%	6.8%
Age 5 to 14	10.1%	12.3%	13.9%
Age 15 to 19	5.8%	6.4%	7.1%
Age 20 to 24	9.0%	8.1%	7.0%
Age 25 to 34	19.9%	17.9%	13.6%
Age 35 to 44	15.2%	15.2%	15.1%
Age 45 to 54	13.9%	13.8%	14.2%
Age 55 to 64	9.3%	9.1%	9.9%
Age 65 to 74	5.5%	5.3%	6.4%
Age 75 to 79	2.0%	2.0%	2.5%
Age 80 to 84	1.5%	1.5%	1.9%
Age 85 Plus	1.6%	1.5%	1.8%
Median Age	34	34	36
<b>Income - 2004</b>			
Median HH Income	\$40,341	\$40,983	\$45,660
Per Capita Income	\$35,429	\$33,017	\$23,504
Average HH Income	\$72,146	\$76,904	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	15.4%	13.7%	9.2%
\$10,000 - \$14,999	6.7%	6.9%	5.7%
\$15,000 - \$24,999	11.5%	12.0%	11.7%
\$25,000 - \$34,999	10.8%	11.3%	11.8%
\$35,000 - \$49,999	14.2%	14.1%	15.8%
\$50,000 - \$74,999	14.2%	14.1%	19.4%
\$75,000 - \$99,999	8.3%	8.5%	11.5%
\$100,000 - \$124,999	5.8%	5.9%	6.4%
\$125,000 - \$149,999	3.5%	3.3%	3.1%
\$150,000 Plus	9.7%	10.2%	5.3%
<b>Race - 2004</b>			
White	49.4%	51.3%	75.1%
Black	35.6%	29.1%	12.3%
American Indian/Eskimo	0.3%	0.4%	0.9%
Asian/Pacific Islander	6.3%	4.2%	3.8%
Other Race	8.3%	15.1%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	20.1%	34.4%	14.3%
Non Hispanic	80.0%	65.6%	85.7%

	3 Miles: Hermann	5 Miles: Hermann	Entire US
<b>Housing - 2004</b>			
Total Housing Units	83,379	183,793	123,896,928
Owner Occupied Housing Units	33.1%	38.7%	61.0%
Renter Occupied Housing Units	55.0%	50.7%	30.0%
Vacant Units	11.9%	10.6%	9.0%
<b>Households - 2004</b>			
Total Households	73,469	164,305	112,708,665
Average Household Size	1.9	2.2	2.5
Married Households w/Children	11.3%	16.4%	24.5%
Married Households w/No Children	16.4%	17.5%	26.5%
Nonfamily Households w/Children	9.6%	11.2%	11.0%
Households - 1 Person	1.9%	2.2%	1.7%
Households - 2 People	35.6%	33.5%	33.6%
Households - 3 People	14.0%	15.1%	17.0%
Households - 4 People	9.7%	11.6%	14.6%
Households - 5 People	4.8%	6.4%	6.8%
Households - 6+ People	3.7%	5.9%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	123,925	304,735	228,863,934
% Civilian Employed	91.4%	91.3%	93.5%
% Civilian Unemployed	8.6%	8.7%	5.7%
% in Armed Forces	0.1%	0.1%	0.8%
% in Labor Force	66.7%	61.9%	64.0%
% Not in Labor Force	33.3%	38.1%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	103,014	253,300	191,837,342
Less than 9th Grade	7.2%	13.6%	7.6%
9th - 12th Grade	10.6%	13.1%	12.1%
High School Graduate	14.6%	16.5%	28.6%
Some College, No Degree	16.6%	16.2%	21.1%
Associate Degree	3.3%	3.0%	6.3%
Bachelor's Degree	24.4%	20.3%	15.6%
Graduate or Prof. Degree	23.3%	17.3%	8.9%



## MELROSE PARK GOLF COURSE

	3 Miles: Melrose	5 Miles: Melrose	Entire US
<b>Population</b>			
1990	96,750	251,829	248,710,012
2000	115,275	287,112	281,421,906
CAGR 1990-2000	1.8%	1.3%	1.2%
2004	121,689	302,797	293,686,994
2009	129,436	321,508	308,074,238
CAGR 2004-2009	1.2%	1.2%	1.0%
<b>Households</b>			
1990	30,057	81,499	91,947,641
2000	33,122	87,549	105,480,101
CAGR 1990-2000	1.0%	0.7%	1.4%
2004	36,729	97,110	112,708,665
2009	40,941	108,185	121,218,050
CAGR 2004-2009	2.2%	2.2%	1.5%
<b>Median Age</b>			
1990	29	29	33
2000	28	29	35
CAGR 1990-2000	-0.4%	-0.1%	0.7%
2004	29	30	36
2009	30	32	37
CAGR 2004-2009	0.8%	0.8%	0.6%
<b>Median Household Income</b>			
1990	\$21,141	\$21,156	\$30,102
2004	\$30,495	\$31,451	\$45,660
CAGR 1990-2004	3.1%	3.4%	3.5%
2009	\$33,069	\$33,998	\$51,215
CAGR 2004-2009	1.6%	1.6%	2.3%
<b>Median Disposable Income</b>			
2004	\$27,367	\$28,097	\$39,321
2009	\$29,339	\$30,106	\$43,503
CAGR 2004-2009	1.4%	1.4%	2.0%

	3 Miles: Melrose	5 Miles: Melrose	Entire US
<b>Population by Age - 2004</b>			
Age 0 to 4	9.7%	9.3%	6.8%
Age 5 to 14	17.8%	17.4%	13.9%
Age 15 to 19	8.5%	8.1%	7.1%
Age 20 to 24	7.7%	7.6%	7.0%
Age 25 to 34	14.5%	14.5%	13.6%
Age 35 to 44	13.4%	13.8%	15.1%
Age 45 to 54	11.4%	11.9%	14.2%
Age 55 to 64	8.2%	8.6%	9.9%
Age 65 to 74	5.1%	5.2%	6.4%
Age 75 to 79	1.6%	1.7%	2.5%
Age 80 to 84	1.1%	1.1%	1.9%
Age 85 Plus	0.9%	0.9%	1.8%
Median Age	29	30	36
<b>Income - 2004</b>			
Median HH Income	\$30,495	\$31,451	\$45,660
Per Capita Income	\$11,365	\$13,246	\$23,504
Average HH Income	\$37,653	\$41,304	\$61,246
<b>Household Income - 2004</b>			
Less than \$10,000	15.9%	15.7%	9.2%
\$10,000 - \$14,999	8.3%	7.8%	5.7%
\$15,000 - \$24,999	16.4%	16.5%	11.7%
\$25,000 - \$34,999	16.1%	15.0%	11.8%
\$35,000 - \$49,999	16.4%	16.2%	15.8%
\$50,000 - \$74,999	15.8%	16.1%	19.4%
\$75,000 - \$99,999	6.7%	7.0%	11.5%
\$100,000 - \$124,999	2.5%	2.8%	6.4%
\$125,000 - \$149,999	0.8%	1.3%	3.1%
\$150,000 Plus	1.0%	1.9%	5.3%
<b>Race - 2004</b>			
White	53.7%	44.6%	75.1%
Black	14.9%	26.4%	12.3%
American Indian/Eskimo	0.7%	0.6%	0.9%
Asian/Pacific Islander	1.4%	1.3%	3.8%
Other Race	29.3%	27.1%	8.0%
<b>Ethnicity - 2004</b>			
Hispanic	67.1%	58.1%	14.3%
Non Hispanic	32.9%	41.9%	85.7%

	3 Miles: Melrose	5 Miles: Melrose	Entire US
<b>Housing - 2004</b>			
Total Housing Units	39,327	105,628	123,896,928
Owner Occupied Housing Units	60.0%	55.3%	61.0%
Renter Occupied Housing Units	33.3%	36.6%	30.0%
Vacant Units	6.6%	8.1%	9.0%
<b>Households - 2004</b>			
Total Households	36,729	97,110	112,708,665
Average Household Size	3.3	3.1	2.5
Married Households w/Children	35.7%	31.2%	24.5%
Married Households w/No Children	18.9%	18.7%	26.5%
Nonfamily Households w/Children	16.5%	17.5%	11.0%
Households - 1 Person	3.0%	3.0%	1.7%
Households - 2 People	23.9%	25.9%	33.6%
Households - 3 People	17.9%	18.5%	17.0%
Households - 4 People	17.8%	17.3%	14.6%
Households - 5 People	13.3%	11.9%	6.8%
Households - 6+ People	14.9%	12.8%	4.4%
<b>Employment - 2004 - Census Based</b>			
Employed Pop. Age 16 Plus	86,170	217,147	228,863,934
% Civilian Employed	90.1%	90.4%	93.5%
% Civilian Unemployed	9.9%	9.6%	5.7%
% in Armed Forces	0.1%	0.1%	0.8%
% in Labor Force	52.6%	55.3%	64.0%
% Not in Labor Force	47.4%	44.7%	36.0%
<b>Educational Attainment - 2004</b>			
Population - Age 25 Plus	68,397	174,230	191,837,342
Less than 9th Grade	30.3%	25.0%	7.6%
9th - 12th Grade	25.3%	23.6%	12.1%
High School Graduate	25.1%	26.1%	28.6%
Some College, No Degree	12.7%	15.1%	21.1%
Associate Degree	2.0%	2.4%	6.3%
Bachelor's Degree	3.2%	5.3%	15.6%
Graduate or Prof. Degree	1.4%	2.5%	8.9%

# Appendix B

## Golf Facility Supply

	10 Miles: I45/US59	25 Miles: I45/US59	DMA: Houston TX	CBSA: Houston- Baytown- Sugar Land, TX Metro	Texas	Entire US
<b>Total Number of Facilities</b>						
<b>Total</b>	<b>10</b>	<b>84</b>	<b>169</b>	<b>147</b>	<b>854</b>	<b>15,924</b>
Public	8	49	108	93	598	11,606
Private	2	35	61	54	256	4,318
Resort	0	2	10	10	60	1,097
<b>By Price Point:</b>						
<b>Total</b>	<b>10</b>	<b>84</b>	<b>169</b>	<b>147</b>	<b>854</b>	<b>15,924</b>
Premium	0	0	5	5	30	996
Standard	4	28	45	44	136	3,280
Value	4	21	58	44	432	7,330
<b>By Public Facility Type:</b>						
<b>Total</b>	<b>8</b>	<b>49</b>	<b>108</b>	<b>93</b>	<b>598</b>	<b>11,606</b>
Daily Fee	1	36	85	73	425	9,209
Municipal	7	13	23	20	173	2,397
<b>Total Number of Holes</b>						
<b>Total</b>	<b>189</b>	<b>1,764</b>	<b>3,168</b>	<b>2,898</b>	<b>14,373</b>	<b>267,372</b>
Public	153	945	1,899	1,719	9,612	190,116
Private	36	819	1,269	1,179	4,761	77,256
Resort	0	45	216	216	1,251	23,769
<b>By Price Point:</b>						
<b>Total</b>	<b>189</b>	<b>1,764</b>	<b>3,168</b>	<b>2,898</b>	<b>14,373</b>	<b>267,372</b>
Premium	0	0	135	135	630	22,842
Standard	81	639	954	936	2,772	63,288
Value	72	306	810	648	6,210	103,986
<b>By Public Facility Type:</b>						
<b>Total</b>	<b>153</b>	<b>945</b>	<b>1,899</b>	<b>1,719</b>	<b>9,612</b>	<b>190,116</b>
Daily Fee	36	720	1,503	1,359	6,651	150,210
Municipal	117	225	396	360	2,961	39,906

\*Resort facilities can be public OR private and are therefore already included in the total

## **Appendix C**

### **Food and Beverage Contract Terms**

## **BROCK PARK GOLF COURSE**

### **Golf Course Food and Beverage Concession Agreement**

Kevin O'Brien, Gulf Coast Concessions and Catering  
October 21, 2002

- Two-year agreement, with option for three successive one-year terms
- Compensation to the City based on gross receipts per month:
  - Brock Park Golf Course 15%
  - Sharpstown Park Golf Course 20%
- Provided initial improvement schedule for each facility (concessionaire's responsibility)
  - Brock Park estimate: \$26,400
  - Sharpstown Park estimate: \$32,000
  - Any expense over the estimate is concessionaire's responsibility
- Established menu and pricing (same at each course)
  - After the first year, price increases require approval of Director of Parks and Recreation

## **GUS WORTHAM PARK**

### **Golf Course Food and Beverage Concession Agreement**

Kevin O'Brien, Gulf Coast Concessions and Catering  
July 15, 2004

Term of One Year

Two successive one-year renewal options and one 6-month renewal term

- Established menu items and pricing
- After the first year, prices may be adjusted by approval of the Director, Parks & Recreation Department
- Payments to the City: 15% of gross receipts (excluding sales tax) per month, payable on the 15<sup>th</sup>
- Monthly revenue statement submitted to City

## **MEMORIAL PARK GOLF COURSE**

### **Food and Beverage Concession Agreement**

Houston Parks Board is the concessionaire  
October 19, 1995

- Payment to City: 6% of gross receipts for food and non-alcoholic beverage sales and 7% of gross receipts for alcoholic beverage sales for first term (ending 2001), and 7%, 8%, respectively for second term (current until 2007)
- Guaranteed minimum annual concession fee \$7,000 plus CPI Adjustment.
- After payment of the concession fees, concessionaire deducts actual operating expenses from remaining gross receipts. The greater of the remainder of gross receipts or 0.5% of gross receipts ("Special Fund Minimum") is placed in a special fund to be used for repairs or improvements to the course and/or clubhouse as allowed.

### **Subcontract between Houston Parks Board and Becks Prime Memorial Park, Ltd.**

October 19, 1995

- Payment to Houston Parks Board (with Houston Parks Board maintaining its original agreement for payment to the City):
  - 8% of gross receipts for food and non-alcoholic beverages
  - 8% of gross receipts for sales of accessory and incidental merchandise
  - 10% of gross receipts for alcoholic beverage sales
  - Guaranteed minimum annual payment \$7,000 plus CPI Adjustment.
- During second term, which began in 2001, the following adjustments are made to payment schedule:
  - 8.5% of gross revenues in excess of \$800,000 is paid to Houston Parks Board on food, non-alcoholic beverages, and accessory items
  - 10.5% of gross revenues in excess of \$800,000 is paid to Houston Parks Board on alcoholic beverages
  - 9.0% of gross revenues in excess of \$1,000,000 is paid to Houston Parks Board on food, non-alcoholic beverages, and accessory items
  - 11.0% of gross revenues in excess of \$1,000,000 is paid to Houston Parks Board on alcoholic beverages

## **SHARPSTOWN PARK GOLF COURSE**

### **Food and Beverage Concession Agreement**

Kevin O'Brien, Gulf Coast Concessions and Catering  
October 21, 2002

- Two-year agreement, with option for three successive one-year terms
- Compensation to the City based on gross receipts per month:
  - Brock Park Golf Course 15%
  - Sharpstown Park Golf Course 20%
- Provided initial improvement schedule for each facility (concessionaire's responsibility)
  - Brock Park estimate: \$26,400
  - Sharpstown Park estimate: \$32,000
  - Any expense over the estimate is concessionaire's responsibility
- Established menu and pricing (same at each course)
  - After the first year, price increases require approval of Director of Parks and Recreation



## **Appendix D**

# **City of Houston CLASP™ Reports**

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## BROCK PARK GOLF COURSE

From 2/4/2005 – 3/31/2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on **47** total responses.

#### 5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Overall Course Conditions (tees, fairways)
- Condition of Greens
- Convenience of Course Location
- Pace of Play

**NGF Loyalty Index:** 57%; benchmark: 24%

**The Competition:** Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- River Terrace Golf Course
- Gus Wortham Park Golf Course
- Glenbrook Park Golf Course
- Heron Lakes Golf Course
- Memorial Park Golf Course

**Satisfaction Ratings vs. the Competition:** When compared to the local competition, your facility has a **higher satisfaction rating** for the following factors:

- Overall Course Conditions (tees, fairways)
- On-course Services (restrooms, drinking water)

When compared to the local competition, your facility has a **lower satisfaction rating** for the following factors:

- None

**Share of Wallet:** You have an average of 50% of your customers' overall business.

**Frequent Customers:** Characteristics of frequent customers at Brock Park Golf Course:

- Age 50+
- Male
- Income from \$50,000 - 99,999
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

**Satisfaction at your Facility:** Brock Park Golf Course was **well above** the benchmark for the following factors (index of 110 or more):

- Tee-time Availability

- Overall experience
- Condition of Golf Cars
- Food and Beverage Service
- Pace of Play
- Amenities (clubhouse, pro shop, locker room)

Brock Park Golf Course was **well below** the benchmark for the following factors (index of 90 or less):

- None

### NGF Customer Fulfillment Grid

Maps the customer satisfaction and importance for each business driver. This report is based on **47** total responses.

	Satisfaction	Importance
1. Overall Value of Course	83%	45%
2. Convenience of Course Location	74%	28%
3. Tee-time Availability	91%	13%
4. Overall Course Conditions (tees, fairways)	72%	45%
5. Condition of Greens	70%	34%
6. Scenery and Aesthetics of Course	76%	2%
7. Pace of Play	70%	15%
8. Condition of Golf Cars	87%	4%
9. Amenities (clubhouse, pro shop, locker room)	62%	4%
10. Friendliness/Service of Staff	89%	11%
11. Food and Beverage Service	79%	4%
12. On-course Services (restrooms, drinking water)	55%	-
13. Overall experience	83%	6%

## NGF Loyalty Index

Summarizes the loyalty of golfers at your facility. Shown below is the loyalty breakdown at your facility, based on 37 qualifying responses. 57% of your golfers are loyal to your course.

### Brock Park Golf Course

### Benchmark <sup>(1)</sup>

[Loyal golfers at your facility:](#)

57%

24%

[Somewhat vulnerable golfers at your facility:](#)

24%

51%

[Highly vulnerable golfers at your facility:](#)

19%

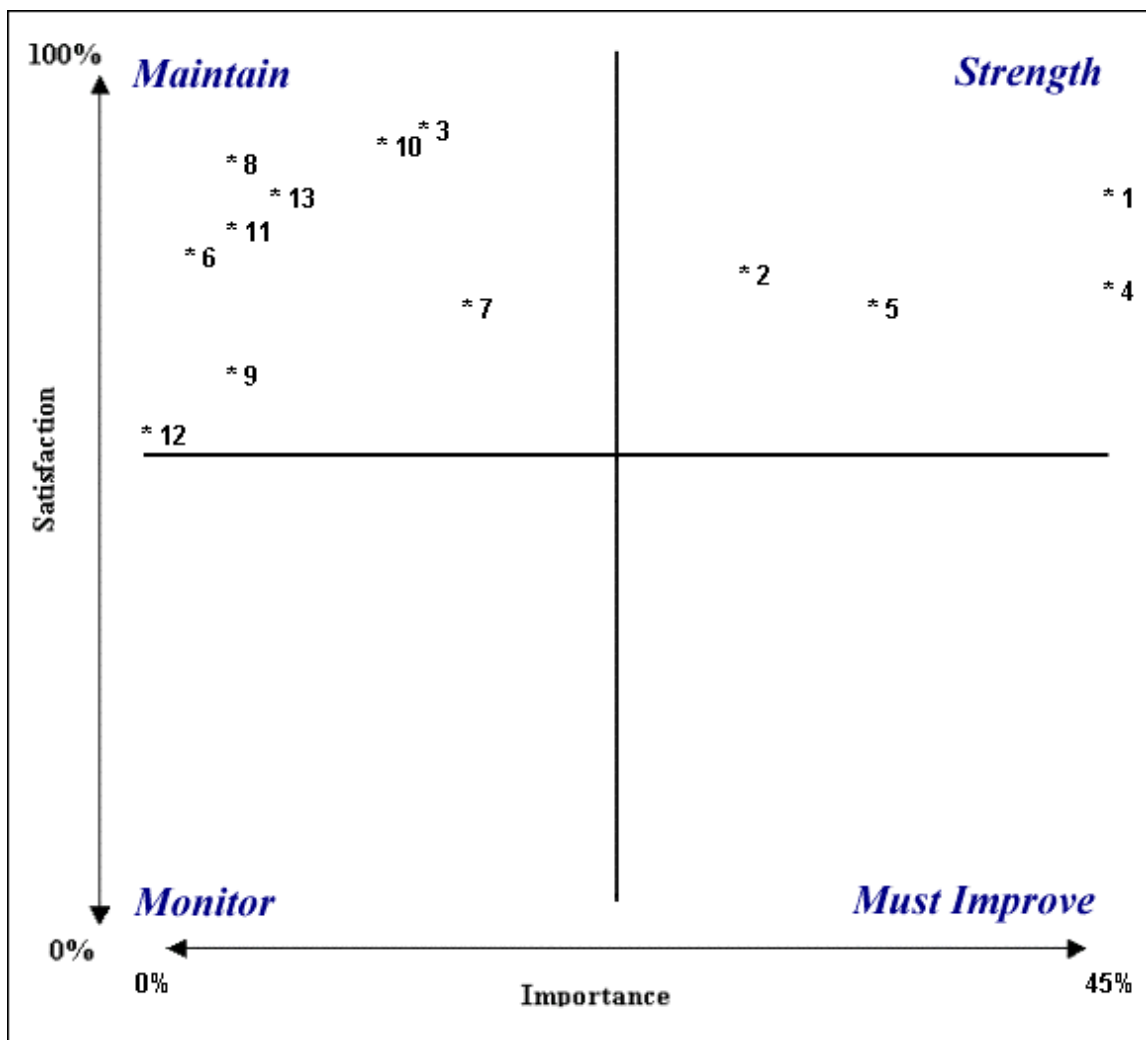
23%

[Golfers not loyal to your facility:](#)

0%

1%

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (9 courses, 1172 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.





## Competitive Analysis

Shows the percentage of your customers' rounds played at your facility versus other facilities in your market. Based on total volume of rounds played, it's calculated by dividing the total number of rounds played at the specified facility by the total number of overall rounds reported. Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on **41** total responses

Course	Market Share <sup>(1)</sup>
<b>Brock Park Golf Course</b>	50%
<b>River Terrace Golf Course</b>	6%
<b>Gus Wortham Park Golf Course</b>	5%
<b>Glenbrook Park Golf Course</b>	3%
<b>Heron Lakes Golf Course</b>	3%
<b>Memorial Park Golf Course</b>	2%
<b>The Battleground at Deer Park</b>	2%
<b>Red Wolf Run Golf Club</b>	2%
<b>Sugar Hill Golf Course</b>	2%
<b>Sharpstown Park Golf Course</b>	2%
<b>Texaco Country Club</b>	1%
<b>World Houston Golf Course</b>	1%
<b>Clear Creek Golf Course</b>	1%
<b>Hearthstone Country Club</b>	1%
<b>Kingwood Cove Golf Club</b>	1%

<sup>(1)</sup> Based on total volume of rounds played.

## Satisfaction Ratings vs. Competition

Those who were satisfied with the "common set of drivers" at your facility versus other facilities in your market. This report is based on **47** total responses.

<b>Business Drivers</b> in order of importance to your customers	<b>Brock Park Golf Course <sup>(1)</sup></b>	<b>River Terrace Golf Course <sup>(1)</sup></b>	<b>Gus Wortham Park Golf Course <sup>(1)</sup></b>	<b>Heron Lakes Golf Course <sup>(1)</sup></b>	<b>National Average <sup>(2)</sup></b>
Overall Value of Course	83%	46%	57%	100%	78%
Overall Course Conditions (tees, fairways)	72%	46%	57%	0%	69%
Condition of Greens	70%	77%	29%	0%	67%
Convenience of Course Location	74%	62%	86%	100%	84%
Pace of Play	70%	62%	71%	100%	52%
Tee-time Availability	91%	62%	100%	100%	72%
Friendliness/Service of Staff	89%	69%	100%	100%	82%
Overall experience	83%	54%	86%	0%	80%
Food and Beverage Service	79%	77%	86%	100%	53%
Condition of Golf Cars	87%	75%	86%	0%	63%
Amenities (clubhouse, pro shop, locker room)	62%	62%	57%	0%	50%
Scenery and Aesthetics of Course	76%	15%	86%	0%	71%
On-course Services (restrooms, drinking water)	55%	38%	43%	0%	44%

<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied.

<sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).

## Share of Wallet

Shows what percentage of your customers' business you have. For example, if a particular customer played every one of his rounds in the past 12 months at your facility, he would have a 100% loyalty rating. Percentage of your customers' overall rounds played at your facility. This report is based on **47** total responses.

Customer Segments	Average Rounds Played at Brock Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
<b>Overall</b>	<b>27</b>	<b>56</b>	<b>48%</b>
<b>Age</b>			
Under 30	<b>4</b>	<b>38</b>	<b>11%</b>
30 - 49	<b>13</b>	<b>41</b>	<b>32%</b>
50+	<b>45</b>	<b>74</b>	<b>61%</b>
<b>Gender</b>			
Male	<b>26</b>	<b>56</b>	<b>46%</b>
Female	<b>44</b>	<b>59</b>	<b>75%</b>
<b>Income</b>			
Less Than \$50,000	<b>29</b>	<b>57</b>	<b>51%</b>
\$50,000 - 99,999	<b>22</b>	<b>54</b>	<b>41%</b>
\$100,000 or more	<b>25</b>	<b>57</b>	<b>44%</b>
<b>Rounds Played</b>			
Less than 8	<b>2</b>	<b>4</b>	<b>50%</b>
8 - 24	<b>5</b>	<b>12</b>	<b>42%</b>
25+	<b>35</b>	<b>72</b>	<b>49%</b>
<b>Average Score</b>			
Under 80	<b>53</b>	<b>104</b>	<b>51%</b>
80 - 99	<b>20</b>	<b>42</b>	<b>48%</b>
100 or more	<b>28</b>	<b>45</b>	<b>62%</b>

## Voice of Your Customer

Comments from players at your facility.

**Tuesday, April 12, 2005**

"Put softer sand in bunkers, golfers fixing ball marks"

**Tuesday, April 12, 2005**

"continue low cost to play and available tee times."

**Tuesday, April 12, 2005**

"I love playing at Brock (period)!"

**Tuesday, April 12, 2005**

"Nothing"

**Tuesday, April 12, 2005**

"IT's great--the course gets better every year...friendly folks."

**Tuesday, April 12, 2005**

"Brock is becoming a great course. Keep up the great work. I consider Brock my home course. Thanks."

**Tuesday, April 12, 2005**

"Better greens, better fairways"

**Tuesday, April 12, 2005**

"No increase."

**Monday, April 11, 2005**

"better greens"

**Monday, April 11, 2005**

"cart paths, faster greens, better tee boxes"

**Monday, April 11, 2005**

"golf special discounts"

**Monday, April 11, 2005**

"Get new cart paths/new carts."

**Monday, April 11, 2005**

"Keep course looking good."

**Monday, April 11, 2005**

"Discounts every now and then...."

**Monday, April 11, 2005**

"Keep up the good work."

**Monday, April 11, 2005**

"More workers to help take care of the course. More advertising to let golfers know about course."

**Monday, April 11, 2005**

"Let me bring my own ice chest full of beer!"

**Monday, April 11, 2005**

"Get some grass on fairways - beter greens. "

**Monday, April 11, 2005**

"The course is in the best shape it's been in years...keep it that way."

**Monday, April 11, 2005**

"faster greens."

**Thursday, April 07, 2005**

"Offer annual membership for me and my family"

**Tuesday, March 29, 2005**

"They have me no matter what."

**Tuesday, March 29, 2005**

"continue to level the tee boxes. keep the fairways cut. give the average golfer a chance on hole 10. discount for frequency of play."

**Friday, March 25, 2005**

"nothing"

**Thursday, March 24, 2005**

"Have cart selling refreshments come around more often."

**Wednesday, March 23, 2005**

"Internet tee times and specials."

**Sunday, March 13, 2005**

"lower green fee"

**Sunday, March 13, 2005**

"the reason i took this survey is to let you know that my face and arms were covered with dust, i used my cap to beat a cloud of dirt off my shirt. Brock park can really be a nice place to play if only there was a concrete or asphalt cart path. The grass on the fairway was good the greens were good. You could have a beverage cart girl also instead of letting golfers wait to get to the club house."

**Saturday, March 12, 2005**

"improve your greens"

**Thursday, March 10, 2005**

"keep doing what you are doing, more water on course, more restrooms?"

**Saturday, March 05, 2005**

"Keep green fees low compared to other local courses,"

**Saturday, February 26, 2005**

"Email news and discounts"

## Importance Ratings

Shows how golfers at your facility rated various factors in terms of importance to them. This report is based on **47** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Benchmark <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	45%	46%	60%	56%	35%	43%	67%	60%	46%	25%	75%	38%	43%	64%	34%	43%	44%
Overall Course Conditions (tees, fairways)	45%	46%	40%	50%	43%	45%	33%	47%	46%	50%	75%	13%	49%	50%	44%	33%	63%
Condition of Greens	34%	21%	20%	33%	39%	32%	67%	27%	46%	25%	25%	0%	43%	29%	34%	14%	44%
Convenience of Course Location	28%	29%	20%	39%	22%	25%	67%	40%	25%	0%	50%	38%	23%	43%	22%	29%	38%
Pace of Play	15%	29%	40%	11%	13%	16%	0%	13%	21%	0%	25%	0%	17%	21%	9%	19%	6%
Tee-time Availability	13%	34%	0%	6%	22%	9%	67%	33%	4%	0%	0%	13%	14%	7%	16%	19%	6%
Friendliness/Service of Staff	11%	11%	0%	6%	17%	11%	0%	13%	4%	25%	0%	13%	11%	7%	13%	19%	0%
Overall experience	6%	11%	20%	6%	4%	7%	0%	7%	8%	0%	0%	0%	9%	7%	6%	5%	13%
Condition of Golf Cars	4%	1%	0%	6%	4%	5%	0%	7%	0%	25%	25%	0%	3%	7%	3%	5%	6%
Amenities (clubhouse, pro shop, locker room)	4%	2%	0%	0%	9%	5%	0%	7%	4%	0%	0%	0%	6%	7%	3%	5%	0%
Food and Beverage Service	4%	2%	20%	6%	0%	5%	0%	7%	4%	0%	25%	0%	3%	7%	3%	5%	6%
Scenery and Aesthetics of Course	2%	11%	20%	0%	0%	2%	0%	0%	4%	0%	0%	0%	3%	7%	0%	5%	0%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Media Habits

Exhibits the percentage of golfers who listen to particular radio stations, watch local cable TV stations and read particular sections of the newspaper in your area. This report is based on **47** total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Most Popular Radio Stations</b>																
KTRH (740 AM)	19%	0%	11%	30%	20%	0%	20%	17%	25%	0%	0%	26%	7%	25%	19%	19%
KILT (610 AM)	19%	60%	17%	13%	18%	33%	20%	17%	50%	25%	38%	14%	43%	9%	10%	38%
KODA (99.1 FM)	11%	20%	6%	13%	11%	0%	13%	8%	25%	0%	13%	11%	7%	13%	5%	19%
KMJQ (102.1 FM)	9%	0%	17%	4%	9%	0%	7%	8%	0%	0%	13%	9%	7%	9%	0%	19%
KLDE (107.5 FM)	9%	0%	6%	13%	9%	0%	20%	4%	0%	0%	0%	11%	0%	13%	14%	0%
None (0 AM)	9%	0%	22%	0%	9%	0%	7%	13%	0%	0%	13%	9%	7%	9%	5%	19%
KTHT (97.1 FM)	6%	20%	0%	9%	7%	0%	0%	8%	0%	0%	0%	9%	7%	6%	5%	0%
KRBE-FM (104.1 FM)	4%	0%	11%	0%	2%	33%	0%	4%	25%	0%	13%	3%	0%	6%	0%	6%
KCOH (1430 AM)	4%	0%	0%	9%	5%	0%	0%	4%	0%	0%	13%	3%	0%	6%	5%	0%
KKRW (93.7 FM)	4%	0%	6%	4%	5%	0%	0%	8%	0%	25%	0%	3%	7%	3%	5%	6%
KPRC (950 AM)	4%	20%	0%	4%	5%	0%	0%	8%	0%	0%	0%	6%	7%	3%	5%	6%
None (0.0 FM)	4%	20%	6%	0%	5%	0%	7%	4%	0%	0%	0%	6%	14%	0%	5%	6%
KHMX (96.5 FM)	4%	20%	0%	4%	5%	0%	0%	8%	0%	25%	0%	3%	14%	0%	0%	6%
KHPT (106.9 FM)	4%	0%	11%	0%	5%	0%	13%	0%	0%	0%	13%	3%	7%	3%	5%	6%
KTRU (91.7 FM)	2%	0%	0%	4%	2%	0%	0%	0%	0%	0%	0%	3%	0%	3%	5%	0%
<b>Most Popular Television Stations</b>																
ABC	30%	40%	22%	35%	27%	67%	33%	21%	50%	25%	50%	26%	36%	28%	33%	25%
CBS	30%	n/a	22%	43%	27%	67%	27%	29%	25%	n/a	38%	31%	14%	38%	33%	19%
ESPN	28%	60%	22%	26%	30%	n/a	27%	33%	25%	25%	25%	29%	29%	28%	19%	44%
The Golf Channel	23%	20%	33%	17%	25%	n/a	33%	25%	n/a	n/a	13%	29%	21%	25%	24%	38%
Fox	17%	60%	11%	13%	18%	n/a	20%	13%	50%	75%	13%	11%	36%	9%	14%	19%
NBC	15%	20%	6%	22%	16%	n/a	27%	8%	n/a	25%	n/a	17%	14%	16%	29%	6%
HBO	15%	20%	17%	13%	16%	n/a	13%	21%	n/a	n/a	13%	17%	14%	16%	19%	19%
History Channel	9%	40%	6%	4%	9%	n/a	7%	13%	n/a	n/a	n/a	11%	14%	6%	14%	6%
Discovery Channel	9%	n/a	17%	4%	9%	n/a	13%	8%	n/a	50%	n/a	6%	14%	6%	10%	13%
A & E	4%	n/a	6%	4%	n/a	67%	7%	4%	n/a	n/a	13%	3%	7%	3%	0%	6%

<b>CNN</b>	4%	n/a	6%	4%	5%	n/a	7%	4%	n/a	n/a	n/a	6%	n/a	6%	5%	0%
<b>ESPN2</b>	4%	n/a	6%	4%	5%	n/a	n/a	8%	n/a	25%	n/a	3%	7%	3%	5%	6%
<b>Travel Network</b>	4%	20%	6%	n/a	5%	n/a	n/a	8%	n/a	25%	n/a	3%	7%	3%	0%	13%
<b>USA</b>	2%	n/a	n/a	4%	2%	n/a	n/a	4%	n/a	n/a	n/a	3%	n/a	3%	0%	0%
<b>Fox Sports</b>	2%	n/a	n/a	4%	2%	n/a	n/a	4%	n/a	25%	n/a	n/a	7%	n/a	5%	0%
<b>Spike</b>	2%	n/a	6%	n/a	2%	n/a	7%	n/a	n/a	n/a	n/a	3%	n/a	3%	0%	6%
<b>BET</b>	2%	n/a	6%	n/a	2%	n/a	n/a	4%	n/a	n/a	13%	n/a	n/a	3%	5%	0%
<b>Food Network</b>	2%	n/a	n/a	4%	n/a	33%	n/a	4%	n/a	n/a	n/a	3%	n/a	3%	0%	0%
<b>MTV</b>	2%	n/a	6%	n/a	2%	n/a	n/a	4%	n/a	n/a	n/a	3%	n/a	3%	0%	6%
<b>Fox News</b>	2%	n/a	6%	n/a	2%	n/a	n/a	4%	n/a	n/a	n/a	3%	7%	n/a	0%	6%
<b>PAX</b>	2%	n/a	6%	n/a	2%	n/a	7%	n/a	n/a	25%	n/a	n/a	7%	n/a	5%	0%
<b>TNT</b>	2%	20%	n/a	n/a	2%	n/a	n/a	4%	n/a	n/a	n/a	3%	7%	n/a	5%	0%
<b>Most Popular Newspaper Topics</b>																
<b>Sports</b>	77%	100%	67%	83%	77%	67%	80%	75%	75%	75%	50%	83%	79%	78%	71%	75%
<b>Local News</b>	43%	20%	44%	48%	41%	67%	53%	46%	n/a	n/a	25%	51%	29%	50%	38%	44%
<b>National News</b>	34%	20%	39%	35%	32%	67%	40%	42%	n/a	50%	25%	34%	43%	31%	38%	44%
<b>Weather</b>	28%	n/a	22%	39%	27%	33%	33%	29%	n/a	n/a	13%	34%	7%	38%	24%	19%
<b>Entertainment</b>	23%	20%	28%	22%	25%	n/a	27%	25%	n/a	25%	13%	26%	7%	31%	29%	25%
<b>Business</b>	19%	n/a	22%	22%	20%	n/a	20%	17%	25%	n/a	13%	23%	7%	25%	19%	31%
<b>Comics</b>	15%	n/a	17%	17%	14%	33%	13%	17%	n/a	n/a	13%	17%	n/a	22%	10%	6%
<b>Obituaries</b>	15%	n/a	11%	22%	14%	33%	13%	17%	n/a	n/a	n/a	20%	n/a	22%	10%	19%
<b>Travel</b>	13%	20%	22%	4%	11%	33%	7%	17%	n/a	25%	25%	9%	7%	16%	5%	13%
<b>Weekend</b>	13%	n/a	22%	9%	14%	n/a	13%	13%	n/a	n/a	13%	14%	n/a	19%	14%	13%
<b>Classifieds</b>	11%	n/a	11%	9%	9%	33%	n/a	17%	25%	n/a	25%	9%	n/a	16%	10%	13%
<b>Coupons</b>	9%	n/a	11%	9%	7%	33%	13%	8%	n/a	n/a	n/a	11%	n/a	13%	5%	6%
<b>Advice</b>	4%	n/a	6%	4%	5%	n/a	13%	n/a	n/a	n/a	n/a	6%	n/a	6%	5%	0%
<b>None</b>	2%	n/a	6%	n/a	2%	n/a	n/a	4%	n/a	n/a	n/a	3%	n/a	3%	0%	6%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.



### Customer Origin

Percentage of your golfers within a particular number of miles or minutes from your facility. Percentages shown are cumulative (i.e. the 10 mile radius percentage is a combination of those within 5 and 10 mile radius). Note: Percentages are cumulative.

Distance In Miles (based on 44 responses)	
5 Miles	27%
10 Miles	52%
15 Miles	66%
30 Miles	93%
Distance In Minutes (based on 38 responses)	
10 Minutes	13%
20 Minutes	55%
30 Minutes	84%

## Customer Profile

This section shows how your sample was comprised. Depending on the number of responses and how representative your sample is, it may reflect the actual distribution of golfers at your facility. Characteristics of surveyed golfers. This report is based on **47** total responses.

Customer Segments	Survey Respondents
<b>Age</b>	
Under 30	11%
30 - 49	39%
50+	50%
<b>Gender</b>	
Male	94%
Female	6%
<b>Income</b>	
Less Than \$50,000	35%
\$50,000 - 99,999	56%
\$100,000 or more	9%
<b>Rounds Played at This Course</b>	
Less than 8	36%
8 - 24	21%
25+	43%
<b>Total Number of Rounds Played</b>	
Less than 8	9%
8 - 24	17%
25+	74%
<b>Average Score</b>	
Under 80	15%
80 - 99	76%
100 or more	10%

## Selection Criteria

Indicates how golfers at your facility responded when asked why they normally choose to play your course. The numbers are the percent of respondents that indicated a particular reason for play. This report is based on **47** total responses.

Reasons	Overall	Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
		Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Affordability</b>	66%	60%	61%	74%	64%	100%	53%	75%	50%	50%	38%	74%	43%	75%	57%	69%
<b>Friends play here</b>	60%	20%	44%	83%	61%	33%	73%	46%	75%	25%	50%	66%	36%	72%	76%	38%
<b>Proximity to residence</b>	51%	40%	28%	74%	50%	67%	47%	54%	N/a	50%	50%	51%	43%	53%	67%	25%
<b>Quality of service</b>	43%	40%	11%	70%	43%	33%	47%	42%	50%	n/a	n/a	57%	21%	53%	57%	19%
<b>Tee-time availability</b>	38%	40%	22%	52%	39%	33%	33%	42%	50%	25%	13%	46%	21%	44%	43%	25%
<b>Variety</b>	17%	20%	17%	13%	16%	33%	7%	29%	n/a	25%	13%	17%	21%	13%	19%	13%
<b>Reputation of course</b>	17%	n/a	11%	26%	18%	n/a	13%	17%	n/a	n/a	25%	17%	7%	22%	29%	6%
<b>Special discount</b>	9%	n/a	6%	13%	9%	n/a	13%	8%	n/a	n/a	n/a	11%	7%	9%	14%	6%
<b>Other</b>	4%	20%	6%	n/a	5%	n/a	13%	n/a	n/a	n/a	n/a	6%	7%	3%	5%	6%
(1) "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.																

## Satisfaction Ratings by Customer Group

Percentage of satisfied customers within demographic segments. This report is based on **47** total responses.

Business Drivers	Overall	Index <sup>(1)</sup>	Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
			Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Friendliness/Service of Staff	4.57	109 *	4.40	4.22	4.86	4.58	4.33	4.47	4.63	4.25	4.75	4.29	4.60	4.50	4.65	5.00	3.94
Tee-time Availability	4.54	114 *	4.00	4.39	4.77	4.56	4.33	4.40	4.71	3.75	4.50	3.86	4.69	4.36	4.61	4.81	4.06
Overall experience	4.43	111 *	4.40	4.06	4.70	4.43	4.33	4.60	4.38	3.50	4.75	4.25	4.43	4.36	4.50	5.00	3.56
Overall Value of Course	4.39	107 *	4.40	4.00	4.68	4.40	4.33	4.40	4.50	3.50	4.75	3.71	4.49	4.29	4.42	4.86	3.56
Condition of Golf Cars	4.36	115 *	4.40	4.12	4.50	4.40	3.67	4.50	4.29	4.00	4.75	3.86	4.41	4.38	4.39	4.68	4.06
Scenery and Aesthetics of Course	4.17	106 *	3.80	3.94	4.41	4.16	4.33	4.14	4.29	3.00	4.50	3.50	4.29	4.14	4.19	4.65	3.38
Convenience of Course Location	4.15	95 *	3.20	4.00	4.43	4.14	4.33	4.00	4.33	3.00	4.25	4.00	4.17	3.93	4.28	4.57	3.38
Food and Beverage Service	4.11	117 *	4.00	3.78	4.35	4.11	4.00	4.33	4.00	3.50	4.75	4.00	4.06	4.21	4.13	4.67	3.31
Overall Course Conditions (tees, fairways)	3.96	104 *	4.20	3.50	4.22	3.95	4.00	4.20	3.96	2.50	4.75	3.38	4.00	4.00	3.97	4.38	3.31
Pace of Play	3.96	114 *	4.00	3.78	4.04	4.00	3.33	3.87	4.00	3.25	4.50	3.75	3.94	4.21	3.88	4.33	3.50
Condition of Greens	3.94	104 *	4.00	3.67	4.09	3.93	4.00	3.93	4.04	2.75	4.75	3.63	3.91	4.07	3.91	4.43	3.31
Amenities (clubhouse, pro shop, locker room)	3.91	112 *	3.40	3.50	4.30	3.89	4.33	3.80	3.96	3.25	4.50	3.50	3.94	3.79	4.03	4.33	3.13
On-course Services (restrooms, drinking water)	3.60	108 *	3.20	3.39	3.78	3.61	3.33	3.73	3.58	2.00	4.00	3.50	3.57	3.64	3.66	4.10	2.88

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

### Satisfaction Ratings Distribution

Shows the actual distribution of responses for each business driver. Pay particular attention to business drivers that receive negative ratings. This report is based on **47** total responses.

Business Drivers	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
Friendliness/Service of Staff	1	0	4	8	33
Tee-time Availability	0	2	2	11	31
Overall experience	0	0	8	11	28
Overall Value of Course	0	2	6	10	28
Condition of Golf Cars	0	0	6	17	22
Convenience of Course Location	0	6	6	10	25
Food and Beverage Service	0	4	6	18	19
Scenery and Aesthetics of Course	2	1	8	11	24
Pace of Play	1	1	12	18	15
Overall Course Conditions (tees, fairways)	0	6	7	17	17
Condition of Greens	0	3	11	19	14
Amenities (clubhouse, pro shop, locker room)	0	3	15	12	17
On-course Services (restrooms, drinking water)	3	5	13	13	13

## Custom Survey Questions Report

**What is your preferred method of obtaining tee time reservations?**

- In person (16 responses)
- Telephone (25 responses)
- Internet (5 responses)

**Would you continue to play Brock Park Golf Course if there was a non-resident green fee increase?**

- Yes (30 responses)
- No (11 responses)

**Would you continue to play Brock Park Golf Course if there was a \$2 across-the-board green fee increase?**

- Yes (35 responses)
- No (7 responses)

**Would you continue to play Brock Park Golf Course if there was a 10% green fee increase?**

- Yes (27 responses)
- No (10 responses)

**In your opinion, what can we do to improve your overall golfing experience at Sharpstown?**

"Improve speed of play"

"Sharpstown is too far from my house to play"

"never been there"

"improve pace of play"

"better attention"

"This was everything and more than I expected out of a muni course."

"Don't play sharpstown. this is for Brock Park in Houston, Texas"

"nothing"

"Never been there"

"Lights!"

"Faster greens"

"Keep the greens in the condition they are right now (3/10/05)"

"Change your twilight from 9-hole at \$14 to All You Can play at \$14. like other courses."

"cart path"

"Keep improving the condition of the course. The last 6 months the course is 100% better than in the 30 years I've played here."

"Leave it the same and make hole #10 a par 5"

"Keep greens looking like they do now."

"Keep doing what you're doing."

"Give us some comps"

"repair tee boxes, build cart paths"

"The greens and fairways have improved so much they're so much better. They're the best since I have been playing here. I give them A+ for improvement."

"Need to fertilize golf course fairways"

"Need to clean up Bayou area."

"better greens"

"level some tee boxes, yardage markers in fairways, grow rough"

"Just pay good attention to the greens - they are better this year - keep it up."

"level the tee boxes"

"repair cart paths"

"Nothing - keep the rain from coming"

"lower cost to senior walkers"

"Fix the greens and maintain fairways"

# Brock Park Golf Course Customer Survey

Your opinion is important to us!

Our goal is to provide you with an unmatched golf experience providing a top quality product and the best customer service. Please assist us by completing our customer satisfaction survey. For us to improve our product and service, it is important that the survey is answered honestly.

To show our appreciation, you will receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

1. a. First, tell us the total number of rounds you played in the past 12 months. \_\_\_\_\_ rounds
- b. Then, tell us how many of these rounds you’ve played at Brock Park Golf Course in the past 12 months \_\_\_\_\_ rounds
- c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you’ve played at each in the past 12 months.
1. \_\_\_\_\_ rounds
2. \_\_\_\_\_ rounds
3. \_\_\_\_\_ rounds
4. \_\_\_\_\_ rounds
2. Which of the following best describes you in relation to Brock Park Golf Course?
- ☐ Annual member

☐ Business/corporate outing golfer

☐ League player

☐ Discount card holder
- ☐ Seasonal member

☐ Area resident with no affiliation to course

☐ Vacationer

☐ Other, specify \_\_\_\_\_

3. For the first three columns, circle a number from 1 to 5 indicating your **level of satisfaction** in each factor shown below. Then, in the far right-hand column, check three factors that are **most important** to you when playing golf.

1=VERY DISSATISFIED   2=Somewhat Dissatisfied   3=Neither Satisfied nor Dissatisfied   4=Somewhat Satisfied   5=VERY SATISFIED																	Check three most important factors
FACTORS	Brock Park Golf Course					(write in course from "c1" above)					(write in course from "c2" above)						
Overall value of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Convenience of course location	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Tee-time availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Overall course conditions (tees, fairways)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Condition of greens	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Scenery and aesthetics of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Pace of play	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Condition of golf cars	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Amenities (clubhouse, pro shop, locker room)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Friendliness/service of staff	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Food and beverage service	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
On-course services (restrooms, drinking water)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	
Overall experience	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>	

4. Why do you normally choose to play at Brock Park Golf Course?  
(check all that apply)
- ☐ Proximity to residence

☐ Tee-time availability
- ☐ Variety

☐ Special discount
- ☐ Affordability

☐ Friends play here
- ☐ Reputation of course

☐ Other, Specify \_\_\_\_\_
- ☐ Quality of service
14. What sections of the newspaper do you read most often?  
(check all that apply)
- ☐ Sports

☐ Obituaries

☐ Entertainment
- ☐ National News

☐ Travel

☐ Comics
- ☐ Local News

☐ Weather

☐ Coupons
- ☐ Classifieds

☐ Weekend

☐ Advice (Dear Abby)
- ☐ Business
5. Gender: ☐ Male ☐ Female
15. What 3 TV stations/networks do you most often watch? (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_
6. Age: \_\_\_\_\_
16. What is your average score for 18 holes? \_\_\_\_\_
7. What is your annual household income?
- ☐ Under \$25k

☐ \$100k - \$149,999
- ☐ \$25k - \$49,999

☐ \$150k - \$199,999
- ☐ \$50k - \$74,999

☐ \$200k - \$249,999
- ☐ \$75k - \$99,999

☐ \$250k +
8. Will you return to this course in the future? ☐ Yes ☐ No
18. What is your preferred method of obtaining tee time reservations?
- ☐ In person

☐ Telephone

☐ Internet
9. Zip code of primary residence: \_\_\_\_\_
19. Would you continue to play Brock Park Golf Course if there was a:  
Non-resident green fee increase ☐ Yes ☐ No  
\$2 across-the-board green fee increase ☐ Yes ☐ No  
10% green fee increase ☐ Yes ☐ No
10. Distance of course from your residence: \_\_\_\_\_ miles  
\_\_\_\_\_ minutes
20. In your opinion, what can we do to improve your overall golfing experience at Brock Park Golf Course?  
\_\_\_\_\_  
\_\_\_\_\_
- 11.Approximately how many years have you been playing golf at Brock Park Golf Course?
- ☐ Less than 2 years

☐ 8 to 10 years
- ☐ 2 to 4 years

☐ More than 10 years
- ☐ 5 to 7 years
12. Would you recommend this course to others? ☐ Yes ☐ No
13. List your two favorite radio stations **in this area**: \_\_\_\_\_ FM  
\_\_\_\_\_ AM

What could we do to enhance your loyalty and increase your play frequency at Brock Park Golf Course? (Additional comments on reverse side, please.)

Name \_\_\_\_\_ Email \_\_\_\_\_

(Please print)

Address/City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

– RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION –

Receive a free small bucket of range balls.

If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

Name \_\_\_\_\_ Date Issued \_\_\_\_\_ Date Redeemed \_\_\_\_\_ Pro Shop \_\_\_\_\_



## GUS WORTHAM PARK GOLF COURSE

From February through March 2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on 48 total responses.

5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Overall Course Conditions (tees, fairways)
- Condition of Greens
- Tee-time Availability
- Convenience of Course Location

NGF Loyalty Index: 24%; benchmark 24%

The Competition: Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- Memorial Park Golf Course
- Brock Park Golf Course
- Glenbrook Park Golf Course
- Sharpstown Park Golf Course
- Hermann Park Golf Course

Satisfaction Ratings vs. the Competition: When compared to the local competition, your facility has a higher satisfaction rating for the following factors:

- Tee-time Availability
- Convenience of Course Location

When compared to the local competition, your facility has a lower satisfaction rating for the following factors:

- Condition of Greens

Share of Wallet: You have an average of 42% of your customers' overall business.

Frequent Customers: Characteristics of frequent customers at Gus Wortham Park Golf Course:

- Age 30 - 49
- Male
- Income from \$50,000 - 99,999
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

Satisfaction at your Facility: Gus Wortham Park Golf Course was well above the benchmark for the following factors (index of 110 or more):

- Tee-time Availability
- Condition of Golf Cars

- Pace of Play

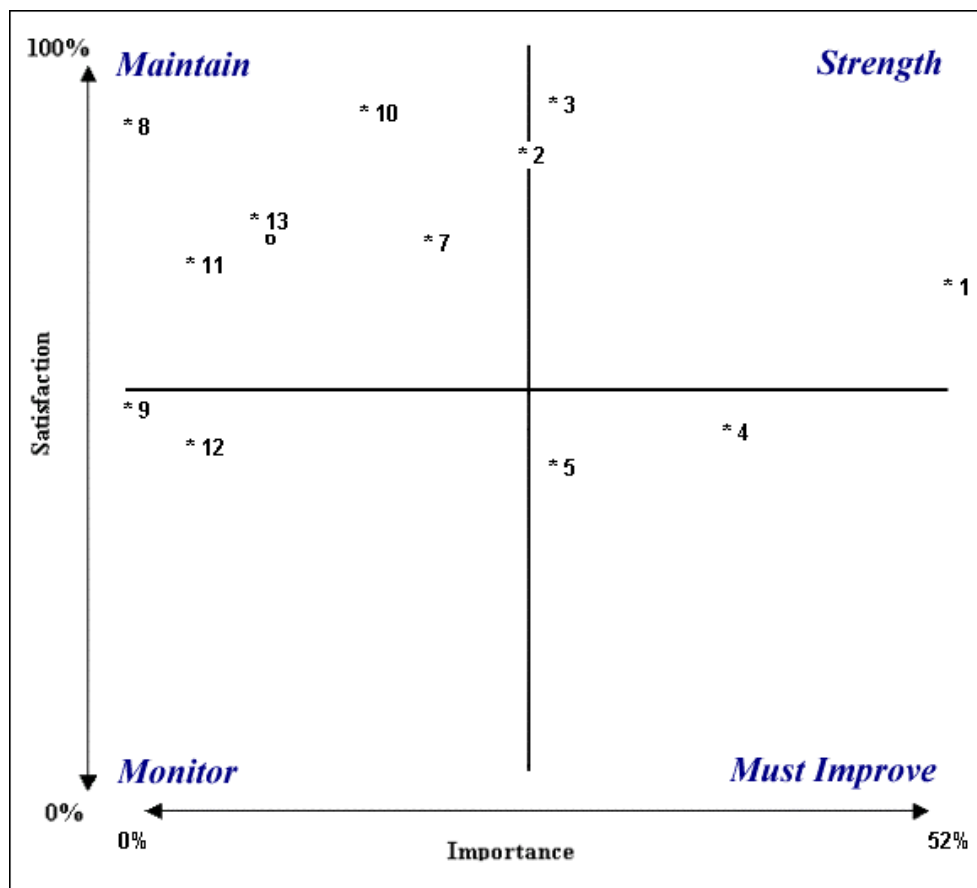
Gus Wortham Park Golf Course was well below the benchmark for the following factors (index of 90 or less):

- Overall Course Conditions (tees, fairways)
- Condition of Greens

## NGF Customer Fulfillment Grid

This report is based on 48 total responses.

	Satisfaction Importance	
1. Overall Value of Course	67%	52%
2. Convenience of Course Location	85%	25%
3. Tee-time Availability	92%	27%
4. Overall Course Conditions (tees, fairways)	47%	38%
5. Condition of Greens	42%	27%
6. Scenery and Aesthetics of Course	74%	8%
7. Pace of Play	73%	19%
8. Condition of Golf Cars	89%	-
9. Amenities (clubhouse, pro shop, locker room)	50%	-
10. Friendliness/Service of Staff	91%	15%
11. Food and Beverage Service	70%	4%
12. On-course Services (restrooms, drinking water)	45%	4%
13. Overall experience	76%	8%



## NGF Loyalty Index

Shown below is the loyalty breakdown at your facility, based on 37 qualifying responses. 24% of your golfers are loyal to your course.

Gus Wortham Park Golf Course		Benchmark <sup>(1)</sup>
<a href="#">Loyal golfers at your facility:</a>	24%	24%
<a href="#">Somewhat vulnerable golfers at your facility:</a>	46%	51%
<a href="#">Highly vulnerable golfers at your facility:</a>	30%	23%
<a href="#">Golfers not loyal to your facility:</a>	0%	1%

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (9 courses, 1172 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.

## Competitive Analysis

Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on 40 total responses.

Course	Market Share <sup>(1)</sup>
Gus Wortham Park Golf Course	42%
Memorial Park Golf Course	11%
Brock Park Golf Course	6%
Glenbrook Park Golf Course	5%
Sharpstown Park Golf Course	4%
Hermann Park Golf Course	4%
Clear Creek Golf Course	4%
The Battleground at Deer Park	2%
San Jacinto College Golf Course	2%
Bear Creek Golf World	1%
Mulligans	1%
Pine Crest Golf Club	1%
Hillcrest Golf Club	1%
Melrose Golf Course	1%
Pasadena Municipal Golf Course	1%

<sup>(1)</sup> Based on total volume of rounds played.

## Satisfaction Ratings vs. Competition

This report is based on 48 total responses.

Business Drivers in order of importance to your customers	Gus Wortham Park Golf Course <sup>(1)</sup>	Memorial Park Golf Course <sup>(1)</sup>	Brock Park Golf Course <sup>(1)</sup>	Glenbrook Park Golf Course <sup>(1)</sup>	National Average <sup>(2)</sup>
Overall Value of Course	67%	87%	62%	46%	78%
Overall Course Conditions (tees, fairways)	47%	100%	50%	43%	69%
Condition of Greens	42%	100%	75%	57%	67%
Tee-time Availability	92%	50%	62%	58%	72%
Convenience of Course Location	85%	75%	50%	58%	84%
Pace of Play	73%	87%	62%	54%	52%
Friendliness/Service of Staff	91%	62%	87%	62%	82%
Scenery and Aesthetics of Course	74%	100%	75%	77%	71%
Overall experience	76%	87%	50%	69%	80%
Food and Beverage Service	70%	87%	75%	69%	53%
On-course Services (restrooms, drinking water)	45%	87%	50%	54%	44%
Condition of Golf Cars	89%	83%	71%	83%	63%
Amenities (clubhouse, pro shop, locker room)	50%	87%	50%	62%	50%

<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied.

<sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).

## Share of Wallet

Percentage of your customers' overall rounds played at your facility. This report is based on 48 total responses.

Customer Segments	Average Rounds Played at Gus Wortham Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
Overall	27	61	44%
Age			
Under 30	14	55	25%
30 - 49	20	46	43%
50+	24	60	40%
Gender			
Male	27	62	44%
Female	26	54	48%
Income			
Less Than \$50,000	50	99	51%
\$50,000 - 99,999	18	51	35%
\$100,000 or more	9	28	32%
Rounds Played			
Less than 8	3	4	75%
8 - 24	5	14	36%
25+	39	88	44%
Average Score			
Under 80	22	47	47%
80 - 99	33	78	42%
100 or more	20	34	59%

## Voice of Your Customer

Thursday, April 14, 2005

"surroundings"

Thursday, April 14, 2005

"Put a budget in place as to support the head pro in keeping and improving the course conditions."

Thursday, April 14, 2005

"better greens and fairways"

Thursday, April 14, 2005

"improve fairways and greens."

Thursday, April 14, 2005

"upgrade the sand trap and fairway"

Thursday, April 14, 2005

"I believe every course, not just Gus Wortham, should have a rigid pace of play - a marshall that really enforces pace of play - not just ride around!!"

Thursday, April 14, 2005

"greens are better than they used to be, but you could redo them and the cart paths."

Thursday, April 14, 2005

"improve greens"

Thursday, April 14, 2005

"New maintenance barn"

Thursday, April 14, 2005

"Weekend play is extremely slow at Gus Wortham. Please tell slowpokes to get moving, or let folks play through, or go home."

Thursday, April 14, 2005

"1. Level tees - too uneven 2. Work on greens - eliminate weeds, crabgrass 3. Emphasize to players - repair ball marks on greens!"

Thursday, April 14, 2005

"I will play Gus anyway because I like the course."

Thursday, April 14, 2005

"At the moment nothing (greens are being worked on so that is good)"

Thursday, April 14, 2005

"I'm already loyal because of friends."

Thursday, April 14, 2005

"Lower the rates."

Thursday, April 14, 2005

"Discount or club program"

Thursday, April 14, 2005

"Check tee time players in 15 minutes before time to play, with starter."

Thursday, April 14, 2005

"Just keep improving the course."

Wednesday, April 13, 2005

"My loyalty and play frequency is already very very high!"

Wednesday, April 13, 2005

"great prices, coupons and specials"

Wednesday, April 13, 2005



"The tall weeds next to the trees hide errant shots - cut them out, like Hermann Park did years ago."

Monday, April 11, 2005

"more restrooms and control the pace of play a little better"

Friday, April 01, 2005

"Maybe some discounts. 1 coupon valid once a month."

Wednesday, March 30, 2005

"\* Hire a friendlier staff. Some of the proshop staff is barely courteous, and a couple of them come across as very rude. One guy (I think his name's Manuel) is usually friendly. \* I understand that kids with memberships to certain golf programs should be getting special benefits from city of Houston golf courses; i.e. free range balls, and free rounds of golf. If this is the case, and I believe it is, have the entire staff honor this policy. I've seen kids from the HISD golf teams quickly grow frustrated, not only by the fact that their membership didn't get honored, but also by the manner in which they're being turned away. These are future clients. Honor their privileges. \* Fix the temporary greens, i.e. #6 and #12. \*

Tuesday, March 29, 2005

"keep up the good work."

Sunday, March 27, 2005

"improve customer service, improve fairways(better care), take care of the green. it is a shame that such a fine and historic course has been allowed to get so run down."

Thursday, March 24, 2005

"improve the greens and fairways"

Thursday, March 24, 2005

"Up grade club house and snack bar. Add GPS system to carts. Improve greens."

Saturday, March 19, 2005

"Improve basic maintenance, keep transients off course."

Friday, March 18, 2005

"better greens"

Saturday, March 12, 2005

"waive the trail fee"

Friday, March 11, 2005

"discounts"

Wednesday, March 09, 2005

"Get the course in better shape."

Tuesday, March 08, 2005

"improve the snack bar speed, provide more portable toilets, mark the fairways clearly"

## Importance Ratings

This report is based on 48 total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Benchmark <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	52%	46%	60%	65%	40%	48%	83%	40%	71%	14%	100%	50%	48%	57%	47%	56%	46%
Overall Course Conditions (tees, fairways)	38%	46%	20%	50%	30%	43%	0%	53%	33%	43%	0%	43%	39%	43%	37%	33%	43%
Condition of Greens	27%	21%	20%	40%	20%	29%	17%	40%	19%	43%	0%	29%	29%	43%	23%	33%	29%
Tee-time Availability	27%	34%	20%	35%	20%	24%	50%	20%	33%	14%	100%	43%	13%	14%	30%	22%	29%
Convenience of Course Location	25%	29%	40%	15%	25%	24%	33%	27%	24%	29%	67%	7%	29%	43%	17%	22%	25%
Pace of Play	19%	29%	20%	30%	10%	21%	0%	7%	33%	14%	33%	21%	16%	7%	23%	11%	21%
Friendliness/Service of Staff	15%	11%	0%	15%	15%	14%	17%	33%	5%	14%	0%	14%	16%	14%	13%	22%	7%
Overall experience	8%	11%	20%	10%	5%	10%	0%	0%	14%	0%	0%	14%	6%	7%	7%	11%	4%
Scenery and Aesthetics of Course	8%	11%	20%	10%	5%	7%	17%	0%	14%	14%	0%	14%	6%	14%	3%	0%	11%
On-course Services (restrooms, drinking water)	4%	1%	0%	0%	10%	5%	0%	0%	5%	14%	0%	7%	3%	7%	3%	0%	7%
Food and Beverage Service	4%	2%	0%	0%	10%	2%	17%	0%	0%	14%	0%	7%	3%	7%	3%	11%	4%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Media Habits

This report is based on 48 total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Most Popular Radio Stations																
KTRH (740 AM)	21%	40%	25%	10%	19%	33%	27%	24%	0%	33%	29%	16%	43%	13%	33%	25%
KILT (610 AM)	15%	0%	25%	10%	17%	0%	7%	19%	29%	0%	0%	23%	14%	17%	22%	14%
KMJQ (102.1 FM)	8%	0%	0%	15%	10%	0%	20%	5%	0%	33%	0%	10%	0%	13%	11%	4%
KCOH (1430 AM)	8%	0%	0%	15%	10%	0%	13%	5%	0%	33%	7%	6%	0%	13%	0%	7%
KUHF (88.7 FM)	8%	0%	15%	5%	10%	0%	7%	14%	0%	33%	14%	3%	21%	3%	11%	11%
KSEV (700 AM)	6%	0%	5%	10%	7%	0%	13%	5%	0%	0%	0%	10%	0%	10%	11%	0%
None (0 AM)	4%	20%	5%	0%	5%	0%	7%	5%	0%	0%	0%	6%	7%	3%	11%	4%
KHPT (106.9 FM)	4%	0%	10%	0%	5%	0%	7%	5%	0%	0%	0%	6%	14%	0%	0%	7%
KHCB-FM (105.7 FM)	4%	0%	0%	10%	5%	0%	13%	0%	0%	0%	0%	6%	0%	7%	0%	4%
KVCQ (97.7 FM)	4%	0%	5%	5%	2%	17%	7%	0%	14%	0%	0%	6%	0%	7%	0%	0%
KILT-FM (100.3 FM)	4%	0%	0%	10%	5%	0%	0%	10%	0%	0%	0%	6%	0%	7%	0%	7%
KLDE (107.5 FM)	4%	0%	5%	5%	5%	0%	0%	5%	14%	0%	7%	3%	7%	3%	0%	4%
KRBE-FM (104.1 FM)	4%	20%	0%	5%	2%	17%	7%	5%	0%	0%	0%	6%	7%	3%	11%	4%
KTBS-FM (94.5 FM)	4%	20%	5%	0%	5%	0%	0%	5%	0%	0%	7%	3%	7%	3%	11%	4%
KBXX (97.9 FM)	4%	0%	10%	0%	5%	0%	7%	5%	0%	0%	0%	6%	0%	7%	0%	7%
Most Popular Television Stations																
ABC	44%	20%	35%	55%	40%	67%	67%	29%	43%	67%	29%	48%	50%	43%	56%	43%
CBS	33%	n/a	25%	50%	33%	33%	47%	24%	29%	33%	36%	32%	36%	37%	44%	32%
NBC	27%	n/a	30%	30%	26%	33%	33%	24%	43%	67%	14%	29%	21%	33%	33%	32%
ESPN	23%	n/a	35%	15%	24%	17%	20%	24%	14%	33%	29%	19%	21%	23%	33%	25%
The Golf Channel	21%	20%	20%	25%	21%	17%	20%	33%	n/a	n/a	14%	26%	29%	20%	22%	21%
Fox	15%	20%	10%	20%	17%	n/a	13%	19%	n/a	33%	7%	16%	14%	17%	11%	14%
Discovery Channel	8%	60%	n/a	5%	7%	17%	13%	10%	n/a	n/a	n/a	13%	29%	n/a	22%	7%
A & E	6%	n/a	10%	5%	5%	17%	n/a	10%	n/a	n/a	14%	3%	n/a	10%	0%	11%
CNN	6%	n/a	10%	5%	7%	n/a	7%	10%	n/a	n/a	7%	6%	14%	3%	0%	7%
Fox Sports	6%	n/a	15%	n/a	7%	n/a	7%	10%	n/a	n/a	n/a	10%	n/a	10%	0%	7%
TNT	4%	n/a	10%	n/a	5%	n/a	7%	5%	n/a	n/a	n/a	6%	n/a	7%	0%	7%

Food Network	4%	20%	5%	n/a	5%	n/a	7%	5%	n/a	33%	n/a	3%	7%	3%	11%	4%
Fox News	4%	n/a	5%	5%	5%	n/a	n/a	10%	n/a	n/a	n/a	6%	n/a	7%	0%	4%
History Channel	4%	20%	5%	n/a	2%	17%	7%	5%	n/a	n/a	7%	3%	7%	3%	11%	4%
Speed	4%	n/a	5%	5%	5%	n/a	7%	5%	n/a	n/a	7%	3%	7%	3%	11%	4%
FX	4%	n/a	5%	5%	5%	n/a	n/a	5%	n/a	n/a	7%	3%	n/a	7%	0%	7%
BET	2%	n/a	n/a	5%	2%	n/a	n/a	5%	n/a	n/a	n/a	3%	n/a	3%	0%	0%
USA	2%	n/a	5%	n/a	2%	n/a	n/a	5%	n/a	33%	n/a	n/a	n/a	3%	0%	4%
None	2%	n/a	5%	n/a	2%	n/a	n/a	n/a	14%	n/a	n/a	3%	7%	n/a	0%	4%
CNBC	2%	n/a	n/a	5%	n/a	17%	n/a	n/a	n/a	n/a	n/a	3%	n/a	3%	11%	0%
TLC (The Learning Channel)	2%	n/a	n/a	5%	2%	n/a	n/a	5%	n/a	n/a	n/a	3%	7%	n/a	0%	4%
Comedy Central	2%	20%	n/a	n/a	2%	n/a	n/a	5%	n/a	n/a	n/a	3%	7%	n/a	11%	0%
HBO	2%	n/a	5%	n/a	2%	n/a	n/a	5%	n/a	n/a	7%	n/a	7%	n/a	0%	4%
Sci-Fi	2%	n/a	5%	n/a	2%	n/a	n/a	n/a	n/a	n/a	7%	n/a	n/a	3%	0%	4%
ESPN2	2%	n/a	5%	n/a	2%	n/a	n/a	5%	n/a	n/a	n/a	3%	n/a	3%	0%	4%
Most Popular Newspaper Topics																
Local News	67%	40%	65%	70%	67%	67%	67%	76%	29%	33%	50%	77%	50%	80%	78%	64%
Sports	65%	60%	65%	60%	69%	33%	73%	76%	29%	33%	36%	81%	64%	70%	67%	64%
National News	48%	40%	40%	55%	48%	50%	40%	57%	29%	33%	29%	58%	57%	47%	56%	50%
Business	44%	n/a	45%	55%	45%	33%	20%	48%	57%	33%	43%	45%	50%	43%	44%	50%
Weather	25%	40%	15%	25%	21%	50%	33%	29%	n/a	33%	n/a	35%	36%	20%	22%	29%
Travel	23%	20%	30%	20%	24%	17%	20%	29%	n/a	33%	14%	26%	29%	23%	33%	25%
Obituaries	21%	n/a	10%	35%	21%	17%	20%	24%	n/a	n/a	14%	26%	7%	30%	44%	11%
Entertainment	21%	20%	35%	10%	21%	17%	7%	33%	n/a	67%	21%	16%	29%	20%	11%	29%
Weekend	17%	20%	20%	15%	14%	33%	13%	24%	n/a	67%	7%	16%	21%	17%	11%	21%
Comics	13%	40%	n/a	20%	12%	17%	13%	14%	n/a	n/a	n/a	19%	21%	10%	33%	11%
Coupons	13%	20%	10%	10%	12%	17%	7%	10%	14%	n/a	7%	16%	7%	13%	11%	7%
Classifieds	8%	n/a	10%	10%	10%	n/a	13%	10%	n/a	n/a	7%	10%	7%	10%	11%	7%
Advice	6%	n/a	5%	10%	5%	17%	n/a	10%	n/a	n/a	n/a	10%	7%	7%	11%	7%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Customer Origin

Note: Percentages are cumulative.

Distance In Miles (based on 41 responses)	
5 Miles	39%
10 Miles	63%
15 Miles	71%
30 Miles	98%
Distance In Minutes (based on 37 responses)	
10 Minutes	38%
20 Minutes	65%
30 Minutes	89%

## Customer Profile

Characteristics of surveyed golfers. This report is based on 48 total responses.

Customer Segments	Survey Respondents
Age	
Under 30	11%
30 - 49	44%
50+	44%
Gender	
Male	88%
Female	13%
Income	
Less Than \$50,000	35%
\$50,000 - 99,999	49%
\$100,000 or more	16%
Rounds Played at This Course	
Less than 8	38%
8 - 24	27%
25+	35%
Total Number of Rounds Played	
Less than 8	6%
8 - 24	29%
25+	65%
Average Score	
Under 80	11%
80 - 99	70%
100 or more	18%

## Selection Criteria

This report is based on 48 total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Reasons	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Affordability	73%	80%	85%	60%	76%	50%	53%	86%	57%	33%	86%	71%	86%	63%	78%	75%
Proximity to residence	56%	40%	60%	50%	60%	33%	47%	62%	57%	100%	43%	58%	57%	57%	33%	64%
Tee-time availability	48%	60%	35%	55%	48%	50%	47%	48%	29%	67%	36%	52%	64%	43%	44%	54%
Friends play here	48%	40%	40%	55%	45%	67%	47%	38%	43%	67%	50%	45%	43%	50%	44%	46%
Variety	19%	20%	15%	20%	21%	n/a	20%	24%	14%	n/a	7%	26%	36%	13%	11%	21%
Quality of service	17%	60%	5%	15%	17%	17%	27%	19%	n/a	n/a	7%	23%	21%	17%	56%	7%
Reputation of course	13%	20%	10%	10%	14%	n/a	27%	10%	n/a	n/a	7%	16%	21%	10%	33%	7%
Other	8%	20%	5%	5%	7%	17%	7%	5%	14%	n/a	7%	10%	14%	3%	11%	7%
Special discount	6%	n/a	5%	10%	7%	n/a	13%	5%	n/a	n/a	14%	3%	7%	7%	22%	4%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings by Customer Group

This report is based on 48 total responses.

			Age			Gender		Household Income			Rounds Played			Customers (2)		Loyalty	
Business Drivers	Overall	Index (1)	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Friendliness/Service of Staff	4.55	108 *	4.60	4.26	4.75	4.51	4.83	4.73	4.40	4.43	3.67	4.43	4.70	4.50	4.62	5.00	4.36
Tee-time Availability	4.46	112 *	4.60	4.20	4.65	4.45	4.50	4.67	4.43	4.00	4.00	4.29	4.58	4.50	4.47	5.00	4.36
Condition of Golf Cars	4.32	114 *	4.40	4.00	4.50	4.37	4.00	4.71	4.00	4.33	3.67	4.15	4.46	4.62	4.19	4.67	4.20
Convenience of Course Location	4.31	98 *	4.20	4.05	4.55	4.31	4.33	4.53	4.10	4.14	4.33	4.00	4.45	4.21	4.40	4.78	4.25
Overall experience	4.09	102 *	4.40	3.79	4.21	4.03	4.50	4.40	3.89	3.86	3.67	4.07	4.14	3.93	4.11	5.00	3.68
Scenery and Aesthetics of Course	4.04	103 *	4.20	3.79	4.20	4.00	4.33	4.40	3.85	3.71	3.33	4.07	4.10	3.69	4.20	4.67	3.78
Pace of Play	3.98	114 *	4.00	3.65	4.25	3.90	4.50	4.20	3.76	3.86	3.33	3.79	4.13	3.86	4.07	4.78	3.75
Overall Value of Course	3.94	96 *	4.00	3.75	4.05	3.83	4.67	4.20	3.76	3.43	4.00	4.00	3.90	3.86	3.93	4.78	3.71
Food and Beverage Service	3.78	108 *	4.40	3.44	3.85	3.75	4.00	4.20	3.40	3.71	3.00	3.85	3.83	3.57	3.86	4.11	3.52
Amenities (clubhouse, pro shop, locker room)	3.40	98 *	4.00	2.90	3.75	3.45	3.00	3.73	3.19	3.43	2.67	3.57	3.39	3.29	3.47	3.78	3.18
Overall Course Conditions (tees, fairways)	3.36	89 *	4.20	3.05	3.40	3.41	3.00	3.93	3.14	3.14	3.00	3.69	3.26	3.57	3.17	4.22	3.07
On-course Services (restrooms, drinking water)	3.32	100 *	3.80	2.74	3.80	3.34	3.17	3.73	2.95	3.57	2.67	3.50	3.30	2.86	3.48	3.67	3.11
Condition of Greens	3.15	83 *	4.00	2.95	3.10	3.14	3.17	3.53	2.90	3.00	3.00	3.29	3.10	3.36	2.97	3.89	2.86

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings Distribution

**This report is based on 48 total responses.**

Business Drivers	Very	Somewhat	Neither Satisfied	Somewhat	Very
------------------	------	----------	-------------------	----------	------



	Dissatisfied	Dissatisfied	nor Dissatisfied	Satisfied	Satisfied
Tee-time Availability	0	1	3	17	27
Friendliness/Service of Staff	0	0	4	13	30
Convenience of Course Location	0	3	4	16	25
Pace of Play	0	3	10	20	15
Condition of Golf Cars	1	0	4	18	21
Scenery and Aesthetics of Course	1	2	9	17	18
Overall Value of Course	0	4	12	15	17
Overall experience	0	0	11	20	15
Food and Beverage Service	0	4	10	24	8
Amenities (clubhouse, pro shop, locker room)	3	7	14	16	8
Overall Course Conditions (tees, fairways)	0	12	13	15	7
On-course Services (restrooms, drinking water)	3	9	14	12	9
Condition of Greens	2	11	15	18	2

## Custom Survey Questions Report

What is your preferred method of obtaining tee time reservations? ( Single select, Active )

- In person (19 responses)
- Telephone (24 responses)
- Internet (4 responses)

Would you continue to play Gus Wortham Park Golf Course if there was a non-resident green fee increase?

- Yes (27 responses)
- No (17 responses)

"Put marshalls to work!"

"Better fairway and greens - then a complete overhaul."

"Too many places where water stays when it rains."

"Greens"

"recondition the greens"

"Clean the bayou"

"Keep greens and fairways cut."

"amenities, on-course service"

"make golfing groups maintain a good pace or leave!!"

"improve the greens"

"continue to improve course - improve some greens"

"continue to improve course - improve some greens"

"redo the greens"

"greens, greens #6, #12"

"fix greens, clean waterways, improve ladies restroom."

"put sand in low water standing area which would allow grass to grow."

"remodel pro shop and restrooms - better food"

"improve the ladies restroom and should build one more on the golf course - that would help a lot!"

"course conditions"

"have full-time employees to keep course maintained"

# Gus Wortham Park Golf Course Customer Survey

Your opinion is important to us!

Our goal is to provide you with an unmatched golf experience providing a top quality product and the best customer service. Please assist us by completing our customer satisfaction survey. For us to improve our product and service, it is important that the survey is answered honestly.

To show our appreciation, you will receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

1. a. First, tell us the total number of rounds you played in the past 12 months. \_\_\_\_\_ rounds
- b. Then, tell us how many of these rounds you’ve played at Gus Wortham Park Golf Course in the past 12 months \_\_\_\_\_ rounds
- c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you’ve played at each in the past 12 months.
1. \_\_\_\_\_ rounds
2. \_\_\_\_\_ rounds
3. \_\_\_\_\_ rounds
4. \_\_\_\_\_ rounds
2. Which of the following best describes you in relation to Gus Wortham Park Golf Course?
- ☐ Annual member

☐ Business/corporate outing golfer

☐ League player

☐ Discount card holder
- ☐ Seasonal member

☐ Area resident with no affiliation to course

☐ Vacationer

☐ Other, specify \_\_\_\_\_

3. For the first three columns, circle a number from 1 to 5 indicating your **level of satisfaction** in each factor shown below. Then, in the far right-hand column, check three factors that are **most important** to you when playing golf.

1=VERY DISSATISFIED   2=Somewhat Dissatisfied   3=Neither Satisfied nor Dissatisfied   4=Somewhat Satisfied   5=VERY SATISFIED																									Check three most important factors
FACTORS	Gus Wortham Park Golf Course					(write in course from "c1" above)					(write in course from "c2" above)														
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5										
Overall value of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5										
Convenience of course location	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Tee-time availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Overall course conditions (tees, fairways)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Condition of greens	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Scenery and aesthetics of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Pace of play	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Condition of golf cars	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Amenities (clubhouse, pro shop, locker room)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Friendliness/service of staff	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Food and beverage service	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
On-course services (restrooms, drinking water)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									
Overall experience	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>									

4. Why do you normally choose to play at Gus Wortham Park Golf Course? *(check all that apply)*
- ☐ Proximity to residence

☐ Tee-time availability
- ☐ Variety

☐ Special discount
- ☐ Affordability

☐ Friends play here
- ☐ Reputation of course

☐ Other, Specify \_\_\_\_\_
- ☐ Quality of service
14. What sections of the newspaper do you read most often? *(check all that apply)*
- ☐ Sports

☐ Obituaries

☐ Entertainment
- ☐ National News

☐ Travel

☐ Comics
- ☐ Local News

☐ Weather

☐ Coupons
- ☐ Classifieds

☐ Weekend

☐ Advice (Dear Abby)
- ☐ Business
5. Gender: ☐ Male ☐ Female
15. What 3 TV stations/networks do you most often watch? (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
6. Age: \_\_\_\_\_
16. What is your average score for 18 holes? \_\_\_\_\_
7. What is your annual household income?
- ☐ Under \$25k

☐ \$100k - \$149,999
- ☐ \$25k - \$49,999

☐ \$150k - \$199,999
- ☐ \$50k - \$74,999

☐ \$200k - \$249,999
- ☐ \$75k - \$99,999

☐ \$250k +
8. Will you return to this course in the future? ☐ Yes ☐ No
18. What is your preferred method of obtaining tee time reservations?
- ☐ In person

☐ Telephone

☐ Internet
9. Zip code of primary residence: \_\_\_\_\_
19. Would you continue to play Gus Wortham Park Golf Course if there was a:
- Non-resident green fee increase

☐ Yes

☐ No
- \$2 across-the-board green fee increase

☐ Yes

☐ No
- 10% green fee increase

☐ Yes

☐ No
- 11.Approximately how many years have you been playing golf at Gus Wortham Park Golf Course?
- ☐ Less than 2 years

☐ 8 to 10 years
- ☐ 2 to 4 years

☐ More than 10 years
- ☐ 5 to 7 years
12. Would you recommend this course to others? ☐ Yes ☐ No
20. In your opinion, what can we do to improve your overall golfing experience at Gus Wortham Park Golf Course?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
13. List your two favorite radio stations **in this area**: \_\_\_\_\_ FM
- \_\_\_\_\_ AM

What could we do to enhance your loyalty and increase your play frequency at Gus Wortham Park Golf Course? *(Additional comments on reverse side, please.)*

\_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

(Please print)

Address/City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

– RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION –

Receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

Name \_\_\_\_\_ Date Issued \_\_\_\_\_ Date Redeemed \_\_\_\_\_ Pro Shop \_\_\_\_\_

## MEMORIAL PARK GOLF COURSE

From February 2005 through March 2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on **755** total responses.

#### 5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Overall Course Conditions (tees, fairways)
- Convenience of Course Location
- Tee-time Availability
- Pace of Play

**NGF Loyalty Index:** 33%; benchmark: 26%

**The Competition:** Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- Cypresswood Golf Club
- Bear Creek Golf World
- Sharpstown Park Golf Course
- Hermann Park Golf Course
- Wildcat Golf Club

**Satisfaction Ratings vs. the Competition:** When compared to the local competition, your facility has a **higher satisfaction rating** for the following factors:

- Convenience of Course Location

When compared to the local competition, your facility has a **lower satisfaction rating** for the following factors:

- Tee-time Availability

**Share of Wallet:** You have an average of 35% of your customers' overall business.

**Frequent Customers:** Characteristics of frequent customers at Memorial Park Golf Course:

- Age 30 - 49
- Male
- Income greater than \$100,000
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

**Satisfaction at your Facility:** Memorial Park Golf Course was **well above** the benchmark for the following factors (index of 110 or more):

- None

Memorial Park Golf Course was **well below** the benchmark for the following factors (index of 90 or less):

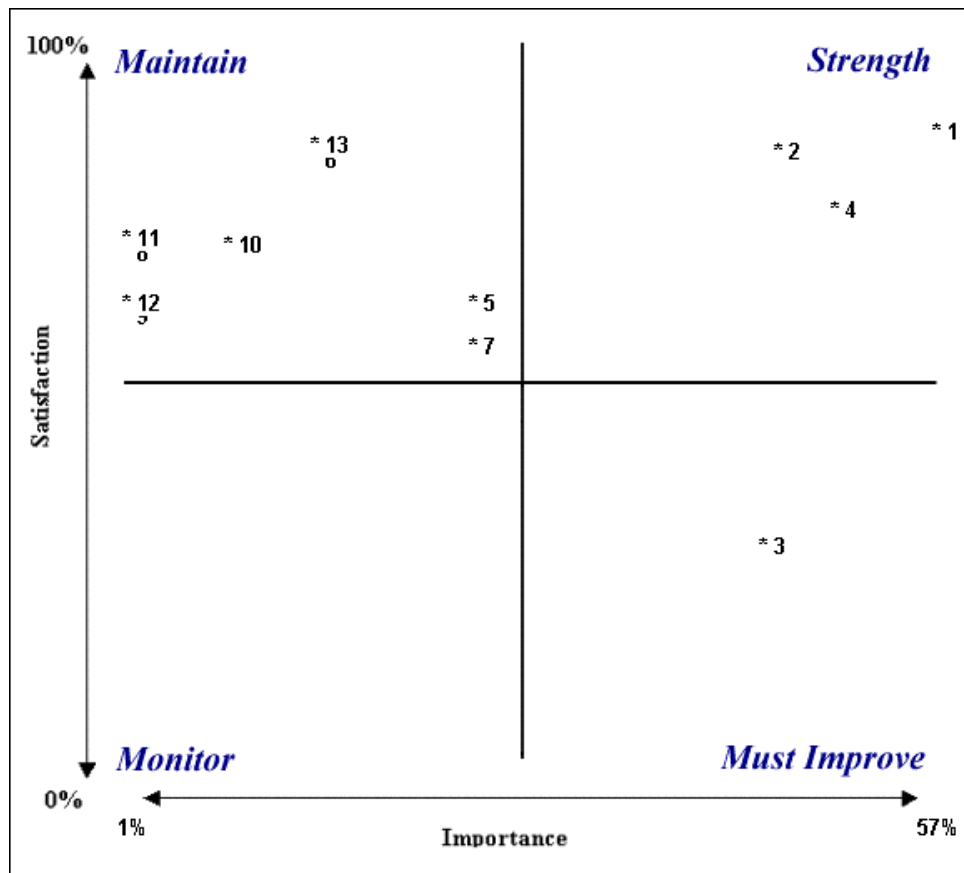
- Tee-time Availability

## NGF Customer Fulfillment Grid

This report is based on **755** total responses.

### Satisfaction Importance

1. Overall Value of Course	88%	57%
2. Convenience of Course Location	85%	46%
3. Tee-time Availability	30%	45%
4. Overall Course Conditions (tees, fairways)	77%	50%
5. Condition of Greens	64%	25%
6. Scenery and Aesthetics of Course	84%	14%
7. Pace of Play	58%	25%
8. Condition of Golf Cars	71%	1%
9. Amenities (clubhouse, pro shop, locker room)	62%	1%
10. Friendliness/Service of Staff	72%	8%
11. Food and Beverage Service	73%	1%
12. On-course Services (restrooms, drinking water)	64%	1%
13. Overall experience	86%	14%



## NGF Loyalty Index

Shown below is the loyalty breakdown at your facility, based on 698 qualifying responses. 33% of your golfers are loyal to your course.

<b>Memorial Park Golf Course</b>		<b>Benchmark <sup>(1)</sup></b>
<a href="#"><u>Loyal golfers at your facility:</u></a>	<b>33%</b>	<b>26%</b>
<a href="#"><u>Somewhat vulnerable golfers at your facility:</u></a>	50%	<b>52%</b>
<a href="#"><u>Highly vulnerable golfers at your facility:</u></a>	<b>16%</b>	<b>21%</b>
<a href="#"><u>Golfers not loyal to your facility:</u></a>	<b>0%</b>	<b>1%</b>

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (11 courses, 3048 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.



## Competitive Analysis

Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on **704** total responses.

Course	Market Share <sup>(1)</sup>
Memorial Park Golf Course	35%
Cypresswood Golf Club	4%
Bear Creek Golf World	3%
Sharpstown Park Golf Course	3%
Hermann Park Golf Course	3%
Wildcat Golf Club	3%
Timber Creek Golf Club	2%
BlackHorse Golf Club	2%
Clear Creek Golf Course	2%
Old Orchard Golf Club	2%
Tour 18 Golf Course Houston	2%
Pine Crest Golf Club	2%
Golf Club at Cinco Ranch	1%
Longwood Golf Course	1%
Glenbrook Park Golf Course	1%

<sup>(1)</sup> Based on total volume of rounds played.

## Satisfaction Ratings vs. Competition

This report is based on **755** total responses.

<b>Business Drivers</b> in order of importance to your customers	<b>Memorial Park Golf Course</b> <sup>(1)</sup>	<b>Cypresswood Golf Club</b> <sup>(1)</sup>	<b>Hermann Park Golf Course</b> <sup>(1)</sup>	<b>Wildcat Golf Club</b> <sup>(1)</sup>	<b>National Average</b> <sup>(2)</sup>
Overall Value of Course	88%	82%	34%	56%	75%
Overall Course Conditions (tees, fairways)	77%	72%	30%	90%	70%
Convenience of Course Location	85%	16%	72%	69%	81%
Tee-time Availability	30%	86%	77%	76%	60%
Condition of Greens	64%	69%	25%	87%	64%
Pace of Play	58%	79%	46%	75%	59%
Scenery and Aesthetics of Course	84%	76%	32%	78%	80%
Overall experience	86%	77%	42%	88%	80%
Friendliness/Service of Staff	72%	68%	62%	78%	80%
Food and Beverage Service	73%	49%	23%	79%	63%
On-course Services (restrooms, drinking water)	64%	51%	26%	72%	56%
Condition of Golf Cars	71%	71%	54%	95%	78%
Amenities (clubhouse, pro shop, locker room)	62%	52%	19%	87%	62%
<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied. <sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).					

### Share of Wallet

Percentage of your customers' overall rounds played at your facility. This report is based on **755** total responses.

Customer Segments	Average Rounds Played at Memorial Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
<b>Overall</b>	<b>14</b>	<b>42</b>	<b>33%</b>
<b>Age</b>			
Under 30	7	29	24%
30 - 49	12	38	32%
50+	18	50	36%
<b>Gender</b>			
Male	13	41	32%
Female	18	44	41%
<b>Income</b>			
Less Than \$50,000	13	35	37%
\$50,000 - 99,999	13	43	30%
\$100,000 or more	13	41	32%
<b>Rounds Played</b>			
Less than 8	1	3	33%
8 - 24	5	15	33%
25+	19	57	33%
<b>Average Score</b>			
Under 80	20	53	38%
80 - 99	14	43	33%
100 or more	9	28	32%

## **Voice of Your Customer**

**Thursday, April 21, 2005**

"More of the same."

**Thursday, April 21, 2005**

"Persecute and terminate those who abuse the course, e.g. slow play, non-repair of divots and ball marks. > I play Memorial because a) I can walk; it's like walking in a park; I detest courses which have say 200+yards from a green to the next tee!, b) it's not an easy course and it's not difficult; it's just right, and c) the green fees here are not ridiculous. I play early in the morning so as to have a group finish in 3 1/2 hours or under. > Stomping divots back should be emphasized. Most will grow, and if not, will make a level platform for the new grass. Marshalls can observe and comment to players who don't stomp. > Repairing ball marks by inserting a probe should be terminated; this harms/kills the roots and makes white marks all over the green. > A ball mark should be repaired with a putter; tamp/punch around the mark and then smooth with the bottom of the putter. I learned this from Gary Player. Marshalls can observe and comment to players who don't repair ball marks. > Stop your terrorists from using the dust blowers, which are noisy and cause allergies and afflictions. They are a hazard to human health. Vacuum machines have been used around good golf courses for many decades. A street sweeper also is a vacuum machine. A Memorial Park tractor even drags a BIG blower on the cart paths and fairways. Stupid, really stupid! > You want revenue increase? --well, the maintenance costs can be reduced by using some of the large cadre of Memorial's high school golfers, year round. For playing privileges and small wages, with parental approval, the high school golfers can start mowing later in the afternoon and continue into the night, greens and fairways. I know it can be done because I did it. This was in the era Before Mestizos, and by-the-way, I've seen girls mowing some fine golf courses in Montana, where mestizos haven't yet arrived in force. > Re mowers, a cage of chicken wire should be around the operator to prevent ball strikes. Then any operator, or the high schooler starting on rough and fairways at 3:30 p.m. can just keep on mowing, don't stop. > The high rough of Memorial Bermuda in the late summer is a bit severe for recreation golfers. The tender top is mowed, leaving wire-like stuff which grabs hosels. 'High' Memorial rough is okay in April/May but not in August/September. The deep late summer rough slows play; I've seen the loss of four balls during one round by one golfer when the ball went under within 5 to 8 yards of the fairway!!! > The timers for the lights need attention, say some ON at the driving range before 6:30 a.m. and lights off outside the clubhouse later than 6 a.m. > For input of scores into the handicap program, the default setting should perhaps be MEN's WHITE, not MEN's BLUE."

**Thursday, April 21, 2005**

"more ??? play"

**Thursday, April 21, 2005**

"You do a great job with the school program and JR. golf. Thanks very much."

**Thursday, April 21, 2005**

"The Professionals at MP are the best around."

**Thursday, April 21, 2005**

"make membership less costly"

**Thursday, April 21, 2005**

"Frequent player points for discounts, range balls, free rounds etc.!! :)"

**Thursday, April 21, 2005**

"Love everything - sometimes the starters are a little grumpy."

**Thursday, April 21, 2005**

"The location is the main thing."

**Thursday, April 21, 2005**

"Increase the number of premium tee time slots from 6 to at least 10 on the weekends"

**Thursday, April 21, 2005**

"more available tee times (too many 'starter' times. Better management of walk-up list."

**Thursday, April 21, 2005**

"being able to secure tee times."

**Thursday, April 21, 2005**

"Increase pace of play. Better sand traps. Continue with course maintenance. Proshop staff and starters are excellent!"

**Thursday, April 21, 2005**

"friendly marshalls"

**Thursday, April 21, 2005**

"I'm very pleased with the course. "

**Thursday, April 21, 2005**

"You guys are great! Keep up the good work."

**Thursday, April 21, 2005**

"Nothing - I love the course and play when I can. I am a Lakeside member - this is my favorite."

**Thursday, April 21, 2005**

"I liked the old lottery tee time system - you actually had to show up in person. This showed you really wanted a tee time. The internet is convenient though."

**Thursday, April 21, 2005**

"Very happy."

**Thursday, April 21, 2005**

"100% now"

**Thursday, April 21, 2005**

"Increase food and beverage services - FULL BAR."

**Thursday, April 21, 2005**

"Have phone number for last minute reservations (within 2-3 days of requested time) in case there are cancellations from the internet reservations."

**Wednesday, April 20, 2005**

"better pace of play"

**Wednesday, April 20, 2005**

"Improve parking, especially on weekends. Teach people to rake the traps. Expand locker room facilities and provide lockers to rent."

**Wednesday, April 20, 2005**

"Go back to the daily tee time lottery!"

**Wednesday, April 20, 2005**

"Proshop staff, starter and marshall are very friendly and courteous."

**Wednesday, April 20, 2005**

"But please DON'T increase the fees (see above) Availability of cocktails at Beck's; improved practice area"

**Wednesday, April 20, 2005**

"Already quite good - no improvements required."

**Wednesday, April 20, 2005**

"Inside staff is great!!! I wouldn't change much. I do not enjoy hitting off practice mats."

**Wednesday, April 20, 2005**

"Get rid of Beck's Prime. Food quality has gone down as number of people coming to the course has gone up. My order never comes out correct."

**Wednesday, April 20, 2005**

"We get shut out of the lottery drawing once a month. I think the guys in the pro shop are great!"

**Wednesday, April 20, 2005**

"Tee times are too difficult to get. Seems like the only time I can play is if I walk on or have someone else invite me."

**Wednesday, April 20, 2005**

"better greens"

**Wednesday, April 20, 2005**

"Not raise the rates."

**Wednesday, April 20, 2005**

"Continue competitive prices, no real changes are needed, excellent facility and well managed."

**Wednesday, April 20, 2005**

"I have a problem with the tee time program: If a person spends the time and effort to make a tee time in person, they should get the time - let the caller get what is left."

**Wednesday, April 20, 2005**

"Keep up the good work."

**Wednesday, April 20, 2005**

"Better and more parking."

**Wednesday, April 20, 2005**

"Move tee boxes on 15 back up where they were. Wonderful people in proshop!!"

**Wednesday, April 20, 2005**

"Easier tee times. Better condition of greens. Rough gets too think in summer."

**Wednesday, April 20, 2005**

"Don't change a thing!"

**Wednesday, April 20, 2005**

"Include twilight time for all ages all year if possible with better pace of play on grounds."

**Wednesday, April 20, 2005**

"Lower your cost - too many courses in Houston to have any price increase at Memorial."

**Wednesday, April 20, 2005**

"Probably not possible - ability to get a tee time."

**Tuesday, April 19, 2005**

"lower price"

**Tuesday, April 19, 2005**

"Tee time availability. Make parking more available for the golfers or possible bag drop."

**Tuesday, April 19, 2005**

"Nothing. I am an extremely satisfied customer of Memorial Park Golf Course. I think it's a great course, a great value, and run extremely well."

**Tuesday, April 19, 2005**

"Give people that play all the time priority on the weekend."

**Tuesday, April 19, 2005**

"Improve greens - pace is slow - inconsistent Very few of the marshals do their job - exc. George & Lucky"

**Monday, April 18, 2005**

"Golf only parking. Remove mats from driving range."

**Thursday, April 14, 2005**

"don't change a thing"

**Thursday, April 14, 2005**

"Dpn't raise the rates!"

**Thursday, April 14, 2005**

"The main reason I play at Memorial is that the staff is so friendly that I enjoy playing there. As long as they are there I will come back."

**Thursday, April 14, 2005**

"easier time to get on course"

**Thursday, April 14, 2005**

"Annual membership"

**Wednesday, April 06, 2005**

"run specails to compete with the other courses"

**Wednesday, April 06, 2005**

"send me email specials"

**Monday, April 04, 2005**

"Periodical free/discounted rounds of golf."

**Thursday, March 31, 2005**

"easier parking other than that it is fine"

**Thursday, March 31, 2005**

"Last minute specials"

**Thursday, March 31, 2005**

"STOP THE "HOMER" TEE TIMES"

**Thursday, March 31, 2005**

"More tee-time avaiability, get rid of the lottery tee-time system, nicer course marshalls and starters -- some are very nice and do their job well (like Lucky), but a couple of others especially John (I believe that's his name) is very mean-spirited and has run off several of my friends off the course with his extremely uncalled for comments. He needs to be fired for his unprofessional behavior."

**Thursday, March 31, 2005**

"Most of your marshalls do an excellent job with the walk up list except for one in particular. It would be nice if you had some type of digital board showing the walkup players and what order they are in and # of players in the walk-up group. It's a hassle to ask the starters how much longer, etc. DEFINITELY IMPROVE THE WALKUP LIST PROCEDURE!!!"

**Wednesday, March 30, 2005**

"Large breasted beer cart girls, wearing short shorts and, small tight tops."

**Wednesday, March 30, 2005**

"I can only play on weekends and it seems that the course is very busy these days. It seems difficult to get tee times. I would like to play the course more if it wasn't so difficult to get a chance to play."

**Wednesday, March 30, 2005**

"Everything is just fine with me!"

**Wednesday, March 30, 2005**

"let 14 year olds drive golf carts"

**Wednesday, March 30, 2005**

"Improve the driving range. I prefer not to hit off mats."

**Wednesday, March 30, 2005**

"Please fix the cooler situation. It's entirely too hot in Houston to expect trash bags filled with ice to keep drinks cold for more than a few holes. If you won't let us bring our own coolers - please attach them to your carts like other courses. Also, it seems to me that some of your people don't seem all that happy to be working there."

**Wednesday, March 30, 2005**

"Improve tee time system. Have penalties for those who continuously make tee times and not show up. It is very hard to get a tee time through the lottery system, especially for those who play the course all the time. I have to walk on all the time. I never get a lottery spot"

**Tuesday, March 29, 2005**

"The marshalls need to be much more considerate of the golfers and less surly and dictatorial. I would much prefer to hit off the grass at the driving range and would pay more per bucket to do so."

**Tuesday, March 29, 2005**

"Not much for me. I have concern about the intensity of overseeding on the greens, but am aware that the volume of play mandates it. I would cut out 1 tee time every three hours and not let the starter fill it. It would allow the course to pick up the slack or clear backups easing pace of play difficulties. (by the way, overall, the pace is not too bad, but has a tendency to drag on weekends after about 10:30."

**Tuesday, March 29, 2005**

"availability of tee times"

**Tuesday, March 29, 2005**

"Better pace of play, and easier access to tee times."

**Tuesday, March 29, 2005**

"Offer more deals..."

**Tuesday, March 29, 2005**

"the ability to get tee times before 2:30pm on Saturdays"

**Tuesday, March 29, 2005**

"your tee time system sucks. food cart are infrequent at best, marshalls never move slow players along"



**Tuesday, March 29, 2005**

"Be more flexible when people are running slightly late for their tee times. I.E. - bump at least 2 or 3 foursomes through before pushing the 4 some all the way out onto the "wlk-up" list. There are just some times it can't be helped that you are running a little late (i.e. - trains, wrecks on the freeway, important business calls). I can understand perhaps being more strick on the weekends but I think it need to be loosened up a little during the weekdays especially when people are trying to get in a quick round of twilight after work."

**Tuesday, March 29, 2005**

"Being able to get tee-times in the morning (especially in the summer). When you try to book a tee-time as a single person using the computer you only get one chance vs party of 4 get 7, party of 3 get 6 and and party of 2 get 4 (or something like that). Doesn't seem fair. Also, the people you get to speak to on the phone and the ones at the reception (where you pay your tee time) could learn to be more customer oriented, friendly and patient."

**Tuesday, March 29, 2005**

"you are doing a good job. try to keep the conditioning up, especially the greens... a tough task though for the number of rounds you see."

**Monday, March 28, 2005**

"Improve the condition of the approaches to the greens. They seem to stay muddy almost all of the time, with very little grass."

**Monday, March 28, 2005**

"marshalls better inforce the pace of play, specially in weekends, I lasted more than 5 hours on last friday and didnt finish the 18 holes because it got dark"

**Monday, March 28, 2005**

"more tee time availability; and friendly staff"

**Monday, March 28, 2005**

"improved tee time availability. It seems tougher over the last year to secure a tee time for a foursome. The perception is that a larger # of times may be secured by members before the lottery occurs."

**Monday, March 28, 2005**

"easier access to tee times."

**Monday, March 28, 2005**

"Keep improving the Greens."

**Monday, March 28, 2005**

"Keep green fees low and greens in good shape. Lower beer prices"

**Monday, March 28, 2005**

"Usually a back log on holes 3-8, but it opens up after that - maybe switch the 9's around . Loyalty reward to book more regular tee times in advance maybe.. Can sometimes get held up playing behind beginners due to price and proximity of course, I understand that everyone needs time to learn but maybe we could make everyone more aware of the recommended speed of play."

**Monday, March 28, 2005**

"eliminate the lotto"

**Monday, March 28, 2005**

"Nothing, as I really like Memorial."

**Monday, March 28, 2005**

"not so many tee-times given to pre-determined groups."

Monday, March 28, 2005  
"friendliness "

**Sunday, March 27, 2005**

"Improve the tee boxes."

**Sunday, March 27, 2005**

"Increase the pace of play"

**Sunday, March 27, 2005**

"fast play, enforce rules by marshalls, food prices high"

**Sunday, March 27, 2005**

"get easier way to make tee time be fair about i feel the staff gets all the great tee times and hold them for their friends so the average guy has no change to get them."

Saturday, March 26, 2005

"Smile"

**Friday, March 25, 2005**

"I've played Memorial more since you have instituted the on-line lottery system. Continue to keep that system in place."

**Friday, March 25, 2005**

"Easier to get tee time."

**Friday, March 25, 2005**

"I don't have an answer"

**Friday, March 25, 2005**

"I was fairly happy with my experience when I played Memorial. I have only played it once. I have been to your driving range several times. Its always nice to be sent specials on green fees."

Friday, March 25, 2005

"none"

Friday, March 25, 2005

"easier tee times"

**Friday, March 25, 2005**

"Giving people green fixing hardware. Giving people golf bag hardware for members."

**Thursday, March 24, 2005**

"Making it easier to make a tee time"

Thursday, March 24, 2005

"nothing"

**Thursday, March 24, 2005**

"make it easier to book tee-times. the lottery system has not worked in my favor. i have only played the course once because it is to difficult to book a Tee-time. i utilize the driving range at least 3 times per week, but only the course once in the past two years."

**Thursday, March 24, 2005**

"Create a membership program."

**Thursday, March 24, 2005**

"Keep doing what you do. Only Bethpage Black in NY is a better muni course."

**Thursday, March 24, 2005**

"Reduce the per-person \$15 premium tee time fee (especially when making times more than 3 days out). I think that it discourages first-timers and guests."

**Thursday, March 24, 2005**

"Have someone that answers the phone, instead of wading through multiple levels of pre-recorded info."

**Thursday, March 24, 2005**

"Puth the phone on 9th tee back so reach Beck's Prime."

**Thursday, March 24, 2005**

"Can't think of anything you could do. I am caring for my wife and am unable to get to the golf course as much as I would like."

**Wednesday, March 23, 2005**

"lower the weekend rates let teenagers drive golf carts and that there is more time to eat after the ninth hole to continue"

**Wednesday, March 23, 2005**

"more water fountains on course and more benches on back nine."

**Wednesday, March 23, 2005**

"Make it easier to make tee times."

**Wednesday, March 23, 2005**

"More diligent in informing of 90 degree cart rules and speed of play. Also ensuring that the course does not get "over-played" during spring/fall."

**Wednesday, March 23, 2005**

"Larger driving range, faster pace of play (accept less than 4 player games)"

**Wednesday, March 23, 2005**

"Do not permit the residents of Bellaire, Texas to make tee times, and bounce them off the course whenever they are in the way of Houston residents. Doing this would be reciprocity; that is how Bellaire runs its tennis court system."

**Wednesday, March 23, 2005**

"Improve the practice facilities. Specifically, the chipping green. There's no place in Houston where you can practice a 54 yard pitch shot and actually have a real green to aim at. More (and better) sand traps to practice in would also be nice. Maybe an entire practice hole. It would also be nice if we could occasionally hit off of the grass at the driving range, say, one day a week."

Wednesday, March 23, 2005

"nothing"

**Wednesday, March 23, 2005**

"Make it easier to get a tee time. I know it's a busy course so I don't get chosen in the lottery sometimes. I do, however, like the internet system."

**Wednesday, March 23, 2005**

"Make parking situation better."

**Wednesday, March 23, 2005**

"Don't raise green fees."

**Wednesday, March 23, 2005**

"just continue to keep a well conditioned course and keep fees wthin the norm..."

**Wednesday, March 23, 2005**

"increase your special offer"

**Tuesday, March 22, 2005**

"I pretty much like it the way it is."

**Tuesday, March 22, 2005**

"More Beck's Prime Cart Service. Encourage others to fill divots. Reward walkers or push cart people who fill other's divots as they walk the fairways and are waiting for their partners., cause they have the sand with them."

**Tuesday, March 22, 2005**

"Better overall manage of the course and driving range with longer hours (driving range) Put light on the putting greens and extend Beck Prime's hours. "

**Tuesday, March 22, 2005**

"Get me Sunday mornings before 9am tee times."

**Tuesday, March 22, 2005**

"I enjoyed it more when we would determine tee times on Wed. morning (breakfast @ Beck's Prime) for Sat. I do not like the web lottery. It does not reward the loyal golf course players!"

Tuesday, March 22, 2005

"Better greens"

**Tuesday, March 22, 2005**

"fairways need water - not well maintained as it was after renovation"

**Tuesday, March 22, 2005**

"The starters and clubhouse staff are not friendly and helpful"

**Tuesday, March 22, 2005**

"LOWER THE GREEN FEE'S !!!!!!!"

**Monday, March 21, 2005**

"Have some of the starters be fairer. On weekends if you put your name on the list and go to the range he sometimes will not page people but give open spots to people he knows who are down on the list. When asked he replies "Sometimes there is not enough time to call over to the range. You need to stay here." That is fine if it is just a matter of minutes but sometimes the wait can be an hour or more and he still does it."

Monday, March 21, 2005

"offer discounts"

**Monday, March 21, 2005**

"Since this is a public course, please do not increase any of the tee fees. Thanks, J.R."

**Monday, March 21, 2005**

"annual resident membership (M-F and on weekends after 12:00PM for instance). My brother lives in Atlanta and the city courses there sell yearly memberships to residents"

**Monday, March 21, 2005**

"Continue to monitor the pace of play to ensure rounds at close to 4 hours"

**Sunday, March 20, 2005**

"annual membership"

**Sunday, March 20, 2005**

"Tee Time preference to people within a close zip code proximity."

**Sunday, March 20, 2005**

"allow all the tee times that I request to be made"

**Sunday, March 20, 2005**

"Give me info on being a resident member and help connecting with other 2 some."

**Saturday, March 19, 2005**

"Simplify the on-line tee-time system. Waiting 3 days to find out if you get your tee-time from the lottery is not a satisfactory system. I would prefer to go on-line pick a tee time (or range of tee-times) and get a confirmation immediately without the lottery system. Other courses use such a system and it works very well."

**Saturday, March 19, 2005**

"Offer a businessman special discount in the afternoon with groupings of four persons"

**Friday, March 18, 2005**

"cut the ruff lower to prevent too much lost time looking for lost balls. this will speed up course play."

Friday, March 18, 2005

"Send Specials"

**Friday, March 18, 2005**

"Live closer"

**Friday, March 18, 2005**

"get rid of the old cranky starters"

Friday, March 18, 2005

"get organized"

**Friday, March 18, 2005**

"Increase the availability of tee times."

**Thursday, March 17, 2005**

"make the cart fees lower"

Thursday, March 17, 2005

"its perfect"

**Thursday, March 17, 2005**

"I have only played this course one time, today. I therefore do not know enough about the day in day out activities on the grounds to respond."

**Thursday, March 17, 2005**

"Allow to make tee times in advance without a \$15 premium charge per person."

Wednesday, March 16, 2005

"stay the same"

**Wednesday, March 16, 2005**

"Get the greens in shap!!!"

**Wednesday, March 16, 2005**

"1) Lower green fees 2) make tee times easier 3)increase pace 4) make it possible to talk to a real person on the phone ( I think your course is the only one I know of in the area that thinks they are too good to talk to the customers)"

**Wednesday, March 16, 2005**

"The ability to make a tee-time on a Saturday would be nice."

**Wednesday, March 16, 2005**

"Have the marshals become friendlier. Everyone I know complains that marshals are always rushing the pace of play even when there is no need."

**Wednesday, March 16, 2005**

"I have witnessed, on more than one occasion, one of your marshalls blaming a female or group of female golfers for slowing pace of play, when the golf party (male) ahead of them were to blame. My friends and I (and their wives) find this obvious discrimination somewhat questionable. And this can't be helping business with so many women taking up the sport in recent years. Perhaps your central location and the popularity that brings, allows your employees to act in any way they please. This issue together with the difficulty of securing a desired tee time are the only reasons that we do not play Memorial Park Golf Course on a very frequent basis. We would shift our business from TimberCreek, Clearcreek, and Hermann Park Golf courses, if these two issues were resolved."

**Wednesday, March 16, 2005**

"I would play more if I could actually get tee times"

**Tuesday, March 15, 2005**

"Decrease the cost of premium (i.e. tees made outside of the lottery system) green fees. But I love this course and can usually play by walking on with no problems."

**Tuesday, March 15, 2005**

"More holes and easier tee times."

**Tuesday, March 15, 2005**

"I love the course. I would like to see some staff members become friendlier. They are businesslike but they don't smile very much. That's too bad. They have the best course overall in Houston."

**Tuesday, March 15, 2005**

"Increase size of driving range"

**Tuesday, March 15, 2005**

"Availability of tee times!!!!!!!!!!!!!"

**Tuesday, March 15, 2005**

"Allow for a resident (i.e., someone who lives within 5 miles) to have special access to tee times."

**Tuesday, March 15, 2005**

"Get rid of Becks. I hate the phenomenon of women getting drunk, playing bridge all day and plugging up the parking lot, which is way too small. Roll the greens - ball marks aren't healing well."

**Tuesday, March 15, 2005**

"make tee times easier to get."

**Tuesday, March 15, 2005**

"Improve tee-time process. I have successfully gotten a tee-time once in 7 attempts (including all 4 members of my group). I realize it is a lottery (nothing guaranteed), but I have stopped trying to get times, now only play on Fridays after selection is over."

**Tuesday, March 15, 2005**

"1. On weekends, set aside some mats at the range for people who will be playing the course. Sometimes unable to practice before playing. 2. On weekends, make some effort to enforce the parking rules that prohibit walkers/joggers who are not using the golf facilities or eating at Becks. Parking is tight and I often have to park down the street."

**Tuesday, March 15, 2005**

"make tee times more available, even if withholding popular tee times for a greater price"

**Tuesday, March 15, 2005**

"I can walk up to Timber Creek and they will do everything they can to get me on the course. I can't even talk to a person at MP. I would play MP twice a month if I could get on - but I don't have the luxury of knowing where I'll be a week ahead of time. MP needs to personalize their service - not de-personalize it. Maybe they have so many rounds that they don't need golfers from South of town. Whatever - I like the course - but am unable to play it. Price is not a factor unless it gets ridiculous. I last played MP during the 04 City Senior and loved it. Ron Ingram 832-265-8111"

**Tuesday, March 15, 2005**

"The course is so crowded how can I play there more often even if I wanted to? I guess there is no way to squeeze 9 more holes in."

**Tuesday, March 15, 2005**

"easier tee time placement and guarantee of tee times"

**Tuesday, March 15, 2005**

"keep green fees in the same range and have staff dealing with players on the holes friendlier"

**Monday, March 14, 2005**

"Attitude adjustment for some of the starters, Some are very pleasant but mixed in are a few jerks who seem to think they own the course and have the right to be jackasses"

**Monday, March 14, 2005**

"better tee times reservations"

**Monday, March 14, 2005**

"redo the greens spend some money on maintenance"

**Monday, March 14, 2005**

"Access to tee-times easier."

**Monday, March 14, 2005**

"Keep improving the quality of the course. It's all about the golf."

**Monday, March 14, 2005**

"I THINK YOUR DOING FINE. STARTED PLAYING MEMERIAL PARK 30 YEARS AGO, USUALLY WAS WALKING. i LIKE THE NEW LAYOUT. KEEP UP THE GOOD WORK."

**Monday, March 14, 2005**

"Offer specific times for cart golf, walking and both. It's frustrating early Saturday morning to be stuck behind walkers with nobody in front of them. It would keep the pace of play faster during carts only times. Offer incentives for frequent rounds played. Continue to keep the course conditions great all year."

**Monday, March 14, 2005**

"Availability of tee times"

**Monday, March 14, 2005**

"Increase tee-time availability if possible. Devise a system that gives residents a priority."

**Monday, March 14, 2005**

"No suggestions,....leave everything as is."



**Monday, March 14, 2005**

"The Marshalls are abusive!!!!!!!!!!!!!!!!!! AND The person that runs the driving range kicked my wife off of the driving range because "a little too much" of her shoulder was showing yet her outfit which cost \$150 was acceptable at Pebble Beach and Pinehurst. As well, one gentleman on the range was in a nasty sweaty tee shirt and grey shorts that were so sweat soaked that it was easy to tell he was wearing a jock, yet his attire was acceptable!!The dress policy at Memorial Park is arcane. Many of the top pros on the LPGA tour would not be able to play at Memorial Park if they showed up in the same clothes that they use on tour. "

**Sunday, March 13, 2005**

"Tournaments, league play, demo days.."

**Sunday, March 13, 2005**

"I just need more time, sometimes we would play more if we could get the tee time we wanted, but generally the tee time is in an acceptable range. Could have some improve marshalling on Sunday's to keep groups moving - A certain level of dress & behavior code would also enhance the play. "

**Sunday, March 13, 2005**

"More consistent condition."

**Sunday, March 13, 2005**

"Offer more specials"

**Sunday, March 13, 2005**

"Faster greens! I really like the new type of grass on the "troubled" tee boxes. Great job."

**Sunday, March 13, 2005**

"keep the course PUBLIC. There should exist a place where the resident TAX PAYERS GET SOMETHING FOR OUR MONEY ....repeat OUR MONEY !!!! NOT THE CITY'S ( SELF ENGRANDISEMENT ) FATHERS MONEY."

**Sunday, March 13, 2005**

"speed up play, especially on # 7. There seems to be a log jam on all par 3 holes, esp. #7 I would enjoy the computer assisted tee time, but do not like the lottery. you cannot make plans to play far enough in advance, and I do not want to pay the extra \$15."

**Saturday, March 12, 2005**

"IMPROVE TRAFFIC ON I 10"

**Saturday, March 12, 2005**

"Continue to keep up the course. Thanks."

**Saturday, March 12, 2005**

"Keep up quality of the course"

**Friday, March 11, 2005**

"Pick up the pace of play, monitor slow play and groups "disrespecting" the course. Participate in Harris County golf discount program."

**Friday, March 11, 2005**

"Give me a free round of golf for me and my girlfriend. A bucket of balls at least."

**Friday, March 11, 2005**

"Advise the staff (specifically the rangers) to be more accommodating to the guest and the players trying to get food and use the bathroom between holes 10 and 11. The ranger was absolutely rude and inconsiderate. I have never experienced such disrespect anywhere, including the Woodlands TPC location."



**Friday, March 11, 2005**

"as a walk on it is very difficult to get on since you can't make tee times for a single. Make it easier for singles."

**Friday, March 11, 2005**

"The Marshalls need to have more professional personalities when addressing any customer. They should not berate or insult any golfer at any time."

**Friday, March 11, 2005**

"I don't need you to change anything."

**Friday, March 11, 2005**

"Let twosomes play more often"

**Friday, March 11, 2005**

"I love taking lessons from Nancy Ballard. She is a class act. More staff of her quality is needed. But your marshalls are often offensive especially when they see femaile players-they assume that we hold up play-they need customer service training badly-men site this issue as well. I can never get a tee time on the weekends and honestly I can play at too many day fee great courses without the hassle. And Parking is atrocious."

**Friday, March 11, 2005**

"Slow the pace of play down by not stacking players to make a foursome"

**Friday, March 11, 2005**

"The lottery for T times is a little confusing and cumbersome. I understand why it is necessary"

**Friday, March 11, 2005**

"make available specials on the weekend for the working man who usually only plays on the weekend."

**Friday, March 11, 2005**

"Make it easier to make a same day tee time."

**Friday, March 11, 2005**

"Improve the pace of play. Improve the condition of the greens. Provide training for the on-course marshalls to facilitate faster play."

**Friday, March 11, 2005**

"very hard to get tee times, can't count on geeting a tee time."

**Friday, March 11, 2005**

"Increase ability of regulars to get tee times."

**Friday, March 11, 2005**

"Keep rates as is, and make it easy for Tee - Times"

**Friday, March 11, 2005**

"Lower green fees and make more tee times available."

**Friday, March 11, 2005**

"lower fees and have more specials"

**Friday, March 11, 2005**

"Fix the marshal situation. Some don't do their jobs, others are rude and inconsiderate. The #1 thing would be to maintain the greens."

**Friday, March 11, 2005**

"Keep course in good condition."

**Friday, March 11, 2005**

"Offer more specials!!"

**Thursday, March 10, 2005**

"Close the wettest holes only on marginal cart path only days"

**Thursday, March 10, 2005**

"increase your tee time availability"

**Thursday, March 10, 2005**

"Make tee times easier to get on weekends in the morning"

**Thursday, March 10, 2005**

"Maintain very smooth greens. Condition of greens is 80% of the value consideration, and fix damn freeways."

**Thursday, March 10, 2005**

"Improve the greens. Find a better system for golfers with bad knees besides cart path only."

**Thursday, March 10, 2005**

"give better service to the customer"

**Thursday, March 10, 2005**

"Recognize players as customers and greet by first name. It goes a long way."

**Thursday, March 10, 2005**

"Have to offer competitive discounts like the other courses do in town. I have been a long time club member, mainly at Ft. Bend C.C. I recently gave up membership due to lack of use based on family activities and proximity for friends. I also have liked the rotation of play on differing courses and enjoy the variety of golf on different courses. Many courses are going to very discounted fees along with food to draw golfers during slack times. Century Mgmt. seems to do this at all their courses (Tour18, Southwyck, Bear Creek and Longwood). It's hard to not make the trip to Tour18 for the conditions of the course, VALUE and the aesthetic beauty of the layout even though it is 38 miles from home. Also, it's hard to beat deals through friends that are marshals at some of these nice courses (Lk Windcrest). I wouldn't make the drive up there if not for the tremendous value I get from my friend who works the course. I would play Memorial more often if you guys advertised discounted golf fees (like via GOLFQ.COM); I really don't even consider Memorial due to the fact that I don't see them in the discount listings I go to."

**Thursday, March 10, 2005**

"Ability to book specific tee times Create a club that ran competitions and handicaps etc. Use grass on practise area"

**Thursday, March 10, 2005**

"Reduce green fees for college students. Thanks."

**Thursday, March 10, 2005**

"Greater ability to schedule a regular weekend tee time"

**Thursday, March 10, 2005**

"Not a whole lot, you all are doing a great job!!!"

**Thursday, March 10, 2005**

"Tee time availability"

**Thursday, March 10, 2005**

"Improve driving range tees...get rid of hard mats, got to be something better/softer and more akin to real grass. I hate the log on for tee times.....let me talk to somebody"

**Thursday, March 10, 2005**

"RAISE YOUR PRICE TO REDUCE THE CROWD. PARKING IS TERRIBLE AND THE DRIVING RANGE IS ALWAYS PACKED. ONLY ALLOW PARKING FOR THOSE PLAYING GOLF THAT DAY."

**Thursday, March 10, 2005**

"You are great as you are . Don't change"

**Thursday, March 10, 2005**

"Stop the rain and twilight specials"

**Thursday, March 10, 2005**

"Make weekend tee times more available"

**Thursday, March 10, 2005**

"I would like to see if there was a way that local residents could get preferred tee times. I believe that priority should be given to those golfers living in the area. Annual membership with reserved tee times. Save me and other golfers having to travel long distances when there is a course on our doorstep"

Thursday, March 10, 2005

"More specials"

**Thursday, March 10, 2005**

"My problem - need to improve my confidence in my game."

**Thursday, March 10, 2005**

"lower rate and special coupons through internet"

**Thursday, March 10, 2005**

"Improve tee time availability and pace of play. Improve friendliness of staff."

Thursday, March 10, 2005

"Leave it as it is."

**Thursday, March 10, 2005**

"Maintain good green, availability or flexibility of tee time."

**Thursday, March 10, 2005**

"Speed up play - Marshalls seem to do nothing to help - pace of play biggest concern. Bad golf should not take long. Four hours should be the max."

**Thursday, March 10, 2005**

"Only issues has been the Greens are usually very slow. Keep pace of play to under 4.5 hours. Sometimes on Weekend afternoons, marshalls are not around and pace slows way down."

**Thursday, March 10, 2005**

"Give me a tee time, more than once a year"

**Thursday, March 10, 2005**

"More tee time availability."

**Thursday, March 10, 2005**

"I work in Houston, but I live 70 miles away. I would like to see late afternoon specials beginning at 4:30pm or 5:00pm. Enough time where a rider or walker could finish 9 holes."

**Thursday, March 10, 2005**

"more water available on course. build another course!"

**Thursday, March 10, 2005**

"Set up a real membership program; I'd pay an annual fee for more privileges and access."

**Thursday, March 10, 2005**

"Keep the cost down."

**Thursday, March 10, 2005**

"Tee Time availability - very difficult to receive any tee time"

**Thursday, March 10, 2005**

"Find a way to make the reservation system easier. I play mostly for business and the limited number of premium times is inconvenient."

Thursday, March 10, 2005

"GET RID OF LUCKY"

**Thursday, March 10, 2005**

"Reservations are tedious and unnecessarily inconvenient. Marshals have been grumpy since 1988 when I began to play the park. I love most all of the changes that have been made over the years. This historic course will forever stand the tests of time."

**Thursday, March 10, 2005**

"Make it easier to get a tee-time. Online tee-time option (inside a week), no lotto."

**Thursday, March 10, 2005**

"Customer service has really dropped dramatically. The customer service is more geared to the upper income levels. I have been playing Memorial for the last 18 years (I'm age 33) and up until now I have never seen such a kiss ass staff administering only to the needs of the upper income levels. It is actually a real disgrace. Watching them run around like gerbels. Memorial Park Golf Course is not even close to being a country club, it belongs to the City of Houston Golfer. Thus, should be ran like a public course."

**Thursday, March 10, 2005**

"reasonable weekend prices for condition of course as oppose to location of course."

**Thursday, March 10, 2005**

"Tee Time availability; Lower green fees"

**Thursday, March 10, 2005**

"Availability. The quality of instruction is very good. I use Hut Smith"

**Thursday, March 10, 2005**

"1) charging \$10/player to make a internet tee time is overcharging. \$10/group is reasonable. Therefore, I refuse to use the internet and play elsewhere. 2) getting a tee-time is almost impossible unless you know the "inside" track with the starter. You can never call 5 days in advance and get a 9 am saturday or sunday tee time. Its impossible unless you have some insider tweaking. 3) starters are rude and unfriendly at times. 4) Keep price down below \$45 with cart."

**Thursday, March 10, 2005**

"Give me a job so I could work there during the days and play in the late afternoon. :)"

**Thursday, March 10, 2005**

"We would like to play Memorial more often but find getting tee times difficult. It's nice to be able to get tee times online but haven't found the secret to getting on that others seem to have. Our offices are located even closer to you than our home - we will be playing more often during the week as the weather gets nicer. Calling for last minute tee times would be nice. You have a beautiful course that we would love to play more. It's such a great location."

**Thursday, March 10, 2005**

"Improve condition of the greens significantly, adding speed and smoothness. Slightly increase overall condition (better definition of rough, including a definable first cut and a consistent deep rough). Consider small design additions, such as additional bunkering on fairways, added contouring and raised tee boxes. I would pay more for a course that was in the condition of the better private and daily fee courses, and would not mind limited play to make sure the course stayed in good shape. AND, VERY IMPORTANT, put money into the practice range, i.e. more lighting near the mats, downrange lighting, and improved targets (they can be hard to see because they are on the same level as the teeing area and there's only marginal contouring down range)."

Thursday, March 10, 2005

"Scheduled tee time"

**Thursday, March 10, 2005**

"Continue to maintain the course in good condition."

**Thursday, March 10, 2005**

"The staff seems to always be rude. I know that they are busy, but they are supposed to be there for the customers, not inconvenienced by them. Let us hit off the grass every once in a while!"

**Thursday, March 10, 2005**

"I would set aside 1 day a week that no high school teams could play. I think that it is great to give kids great access, but I do not even attempt to play at Memorial until after May. Let the old guys have one afternoon!"

**Thursday, March 10, 2005**

"Would like an electronic readout of the walkup list and upcoming tee groups placed near the practice range and the starter near #1. Would like a sheet (that we can copy on scorecard) or handout at the starter giving the distance of the pins from the front/center/back. Would like the marshal to push the pace of play more. "

**Thursday, March 10, 2005**

"Improve the greens year round. Sometimes they are nice and other times they are horrible."

**Thursday, March 10, 2005**

"Lower the prices \$5-\$7. It is a nice course, but for the money and the drive it is not really worth it to me."

**Thursday, March 10, 2005**

"I know it's impossible....but I would like to have more tee times available."

**Thursday, March 10, 2005**

"Remove mats from driving range or improve the mats to a more natural grass feel. Improve the friendliness of the pro shop attendants. Some guys/ladies are very nice while others are short and rude. Open on Tues as well. "

**Thursday, March 10, 2005**

"Make it easier to get a preferred tee time. I don't know how you can do that. But that is the reason I don't play there more often. I have waited over 3 hours to play on a Weekend walk-up too and I was there at 7:00 am. I like the layout of the course. The course is usually in very good shape. You can't just walk up and expect to get on. So if you don't have some time to burn it isn't very convenient"

**Thursday, March 10, 2005**

"better tee time availability"

**Thursday, March 10, 2005**

"the tee time is very hard to reservate on the phone. i would like a alternative that will make it simple to reserve tee time."

**Wednesday, March 09, 2005**

"1. Be nicer to juniors 2. Have junior green fees on weekends 3. Have weekend junior golf tournaments ocasionaly 4. Membership 5. Better marshalling on the golf course due to pace of play 6. Make it a lot easier to get tee times over the internet, perhaps offering membership and those who are members may choose first "

**Wednesday, March 09, 2005**

"Now that I'm 65 I'm getting the world's greatest golf deal. Just leave it alone. I waited a long time to get that age 65 discount.Just leave it alone. thank you!!"

**Wednesday, March 09, 2005**

"Better tee time availability, more space between tee times to increase pace of play, more beer-cart girls on the course!!"

**Wednesday, March 09, 2005**

"Keep pace of play moving better."

**Wednesday, March 09, 2005**

"make tee times easier to get"

**Wednesday, March 09, 2005**

"Tee times are difficult to obtain but there's little you can do about that. Some of the staff presume slow play is attributable to female groups which is usually not the case. Enhancing sensitivity to female golfers and actively demonstrating an interest in obtaining and keeping their business would help."

**Wednesday, March 09, 2005**

"Some sort of frequent players program."

Wednesday, March 09, 2005

"Lower prices."

**Wednesday, March 09, 2005**

"Get a better tee time reservation system."

**Wednesday, March 09, 2005**

"It seems impossible to get tee times. I put wide ranges in my selection and have not received tee times the past three times I have signed up. It's getting very frustrating and I am about to give up on the course"

**Wednesday, March 09, 2005**

"Be open on Tuesdays and hit off of grass on the range."

**Tuesday, March 08, 2005**

"Just keep the greens and fairways in better condition; also, please train rangers to push slow players to move faster!!"

**Tuesday, March 08, 2005**

"ladies club on the weekend frequent users get preference on tee times club membership"

**Tuesday, March 08, 2005**

"friendlier to women players by the men in the clubhouse and the marshalls"

**Tuesday, March 08, 2005**

"Keep it the same. Keep the same personnel. They are wonderful."

**Tuesday, March 08, 2005**

"Improve driving range by either eliminating mats or upgrading mats."

**Tuesday, March 08, 2005**

"I guess I really dont know what fees you have for people who live close to the golf course. I would like to be a member, I am a member at baywood cc. "

Tuesday, March 08, 2005

"NOthing!"

**Tuesday, March 08, 2005**

"make tee times easier for local residents"

**Tuesday, March 08, 2005**

"Starters need to act more friendly. Make reservations over the phone with an actual person wouyld be nice. Improve the quality of the greens."

**Tuesday, March 08, 2005**

"Easier access on the weekends. Possibly getting tee times weeks in advance."

**Tuesday, March 08, 2005**

"Keep the Range open on all days."

**Tuesday, March 08, 2005**

"Make the tee times farther apart."

**Tuesday, March 08, 2005**

"Keep up the good work. Y'all run an excellent course. Better than MANY private courses in town."

**Tuesday, March 08, 2005**

"Increase the number of times available through the lottery. Thanks"

**Tuesday, March 08, 2005**

"QUIT MAKING ACCESS TO THE COURSE BASED ON THE GOOD OLD BOY NETWORK. EVERYONE SHOULD HAVE AN EVEN CHANCE TO GET ON THE COURSE. THERE ARE WAY TOO MANY "PROSHOP" TEETIMES. It seems to the bystander that you can wait for over 1 hour on the walkup list and someone walks up who is friends with the starter or someone in the proshop and has no teetime and gets right on the course. Memorial has a bad reputation for preferential treatment and I think that is what keeps many golfers from visiting your course. I played at Bethpage for many years and there was no "proshop" teetimes unless you were Rudy Guiliani - Michael Jordan couldn't even get on without waiting like everyone else. THIS SHOULD BE THE FIRST THING YOU CHANGE - before you think about raising the fees."

**Tuesday, March 08, 2005**

"friendlier staff better pacee of play better course conditions"

**Tuesday, March 08, 2005**

"improve the weather(lol), make the greens as good as you can, keep the pace of play up, replace more divots in the fairway. The course and park really are beautiful, lets all help keep it that way"

**Tuesday, March 08, 2005**

"Help me get tee times more often!!!!"

**Monday, March 07, 2005**

"Make the tee time more avaiable on Weekends further in advanced."



**Monday, March 07, 2005**

"We seem to have less of a chance at tee times from the lottery than we did at the breakfast drawings. The lazy folks who would not get up for the drawings now have an equal chance of getting an early tee time. Soooo, that has made our odds of getting an early desired time much less."

**Monday, March 07, 2005**

"Tee times are sometimes hard to get. I think the course does a great job handling the number of players that want to play there."

**Monday, March 07, 2005**

"Not one thing. I have been playing Memorial Park for over 35 years and I love it. Classic design, well maintained, and tremendous staff. Judge Bill Harmon"

**Monday, March 07, 2005**

"Go back to a system of tee time reservations that involve a higher level of commitment than a random drawing on the internet. Those that are willing to sacrifice more time should receive the better time slots."

**Monday, March 07, 2005**

"Easier to get tee time."

**Monday, March 07, 2005**

"Better tee time availability."

**Monday, March 07, 2005**

"Nothing really....It's all about being able to get a tee time at the course"

**Monday, March 07, 2005**

"Specials? What specials? The survey mentions specials. I'm not aware of any loyalty promotions for those of us who are members, frequent the range, and take lessons. Now that would make me feel better about coming to MPGC more often."

**Monday, March 07, 2005**

"Try to make the "run-up" areas in front of the greens firmer. This is very important, especially to women and seniors and perhaps 95% of us. For example, on number 11, it is always soaked in front of the green. This is a 190 to 236 yard hole!!! We need to be able to run the ball up on this and many other greens (#3,4,10,12,13,etc)Try not to have the green watering system or greens crew soak the fringe and fairways in front of the greens. Memorial Park is a very long course and was designed to play firm in front of the greens for run up shots."

**Monday, March 07, 2005**

"Improve the condition of the Golf Course"

**Monday, March 07, 2005**

"Friendliness of starters improved. Availability of tee-times easier."

**Monday, March 07, 2005**

"Tee Time availability: On-line Tee Times ( That really work )"

**Monday, March 07, 2005**

"I always have difficulty getting a tee-time. Also, I would prefer a pace of play of 4 hours or less."

**Monday, March 07, 2005**

"I am very satisfied with memorial. Outside of the tough time getting prime weekend tee times I have no complaints. I consider it my home course. I am a fan"



**Monday, March 07, 2005**

"Allow me to play more often on the weekends between the hours of 7AM and 8AM. My success rate on the weekly lotto is very poor; about one in 10)"

**Sunday, March 06, 2005**

"don't change a thing about the course. Do understand that the range, Becks Prime, and the golf course are quickly colliding into each other, causing longer lines at Becks Prime, and food that is poorer in quality."

**Sunday, March 06, 2005**

"Easier tee times for regulars"

**Sunday, March 06, 2005**

"Perhaps a free round after so many plays. Please don't require that we keep a punch card. Do it on your computer. Perhaps a free cart rental if you didn't want to give away a game."

**Sunday, March 06, 2005**

"I have always enjoyed playing at Memorial."

**Saturday, March 05, 2005**

"have a club membership offer. have a women's club group to play with on the weekends."

**Saturday, March 05, 2005**

"Better rates or tee times for local residents (River Oaks)"

Saturday, March 05, 2005

"Availability"

**Saturday, March 05, 2005**

"enlarge driving range"

**Saturday, March 05, 2005**

"MGA, tournaments, roll greens Overall, staff is very easy to get along with "

**Friday, March 04, 2005**

"Lower green fee. Tee time availability. Faster pace of play."

**Friday, March 04, 2005**

"Let 16 year olds take a golf cart."

Friday, March 04, 2005

"I'll let you know"

**Friday, March 04, 2005**

"I only play at your course when I make my annual medical conference trip in March."

**Friday, March 04, 2005**

"After a wonderful re-do a few years ago, the course and buildings already seem to be in decline - needs attention to detail. Also, pace of play is routinely slow - pace needs to be monitored consistently and ENFORCED by marshalls. Lastly (another tough one) a way needs to be found to restrict parking to clubhouse users/golfers only."

**Friday, March 04, 2005**

"Make it easier to reserve a teetime and make sure the course is maintained very well."

**Friday, March 04, 2005**

"Add a handicap service or membership."

**Friday, March 04, 2005**

"Train starters to be more customer friendly. Marshalls should be more consistent in monitoring and enforcing pace of play. Marshalls are seldom seen on the back nine where everybody seems to slow down considerably. Pro shop staff is great."

**Friday, March 04, 2005**

"The only two complaints that I have are that sometimes the course teeboxes and sandtraps aren't in the best of conditions in particular the teeboxes. That is definitely not all the time though just sometimes. Also if the beverage lady was to stay out on the course till six instead of five that would be great. Overall memorial is my favorite Houston golf course to play and tell other people to play."

**Thursday, March 03, 2005**

"Fresh cut cups every day encourage players to rake traps mark the course better (speeds up play)"

**Thursday, March 03, 2005**

"Lower the age for senior discounts to 60."

**Thursday, March 03, 2005**

"Make the parking golfers only. IMPOSSIBLE TO PARK ON WEEKENDS."

**Thursday, March 03, 2005**

"offer annual membership that would provide preferential tee times, special green fee rates, handicap service etc."

**Thursday, March 03, 2005**

"memorial is my #1 choice. You are doing OK!"

**Wednesday, March 02, 2005**

"Reward frequent golfers with better tee time access. I would pay a slight premium for tee time priority."

Wednesday, March 02, 2005

"Expand locker room."

**Wednesday, March 02, 2005**

"Have priority of tee time reservations based on frequency on play - or somehow have a reward system for loyal customers. It is very difficult to get a tee time on the course on weekends."

Wednesday, March 02, 2005

"nothing"

**Wednesday, March 02, 2005**

"Not much...It's very nice!"

**Wednesday, March 02, 2005**

"Speed up play. Lucky does an excellent job of marshalling. Need more on-course Marshalls and those Marshalls need to ensure that slow players speed up."

**Wednesday, March 02, 2005**

"You are on the right track. Only suggestion is that the starters stick to the 10 minutes between foursomes teeing off."

**Wednesday, March 02, 2005**

"I think the type of grass on the greens needs to be updated. It will improve the quality of the greens. Also, I think that \$15 charge per golfer for advanced tee times is ridiculous."

**Wednesday, March 02, 2005**

"THE TEE TIME ARRANGEMENTS ARE SIMPLY THE WORST! FIX THE WEBSITE AND MANOR OF MAKING TEE TIMES!"

**Wednesday, March 02, 2005**

"More consistent on-course food/beverage cart availability. Would like to note that I am overall satisfied with the consistent efforts by staff to maintain pace of play on weekends, given the high volume of players."

**Wednesday, March 02, 2005**

"frequent player program "

**Wednesday, March 02, 2005**

"Frequent player program would be encouraging to play more. Pace of play on weekends. food cart on course."

**Wednesday, March 02, 2005**

"Your pro shop staff are great, course is challenging, very convenient location for me and Becks Prime is an added plus. I often walk the course and would like you to encourage more players to walk by raising the charges for golf cart rentals. Thank you."

**Wednesday, March 02, 2005**

"Have better drainage."

Wednesday, March 02, 2005

"lower fees"

**Wednesday, March 02, 2005**

"Greens to be more consistant....greens around the area are usually in better shape....I understand the these greens get more rounds per year than most area courses though....ask people to repair more than their own pitch mark, nothing bothers me more than seeing pitch marks on greens and I know this doesn't only happen at Memorial....but maybe if something was just mentioned on the first tee maybe another 10-20 golfers per round would repair a couple of extra marks.....pace of play is alomst always a constant 4 hr and 15 minutes, which no one can complain about but if the standard 10 minutes intervals are inforced at the first tee the rounds would improve by 10-15 minutes in my opinion....."

**Tuesday, March 01, 2005**

"Have priority for residents based no zip code"

**Tuesday, March 01, 2005**

"discounts on green fees and take away the set aside tee times for local officials, creating more available tee times."

**Tuesday, March 01, 2005**

"1) Improve the fairness of the tee time reservation in general. 2) Give Houston residents an edge in reserving tee times over non residents. This would be an alternative to a difference in greens fees between residents and non-residents. "

**Tuesday, March 01, 2005**

"Availability of times on weekends. Eliminate lottery."

**Tuesday, March 01, 2005**

"give me greater odds of getting a tee time"

**Tuesday, March 01, 2005**

"Ask your starters/marshalls to be more friendly to people that are not their buddies."

**Tuesday, March 01, 2005**

"Frequent player discounts; Better marshalling; Better sand in the traps - good lately on 7, 8 & 9; Frequent player grass practice tee; Better practice facility."

**Tuesday, March 01, 2005**

"our 4 some plays every sat. between 8:30-11:30.we can only get a tee time at mem.if we hit lottery.so we mostly play other courses because we can call them 7 days in advance an get the t-time we want."

**Tuesday, March 01, 2005**

"Take better care of the greens. In the last few years, the management has done a great job of keeping the pace of play to around 4 hours."

Tuesday, March 01, 2005

"more amenities"

**Tuesday, March 01, 2005**

"The four times that I have played memorial I have had issues with the staff, most often the starter. The course is great, I love playing it and it is usually well maintained, that is the only thing that keeps me playing the course."

**Tuesday, March 01, 2005**

"Maintain the condition of the course, bunkers, greens."

**Tuesday, March 01, 2005**

"Less wait time for walk ons."

**Tuesday, March 01, 2005**

"I play pretty frequently. I suppose I might play more often if I knew I could get off fairly quickly, especially walking up. That may be an unreasonable wish but it would get me out there more."

**Tuesday, March 01, 2005**

"Make it easier for residents to get a tee time. Stop people from abusing the internet to make tee times by faking foursomes."

**Monday, February 28, 2005**

"better marshalls, course tourneys, weekly give a way, free clinics, time slots for morning drawing"

**Monday, February 28, 2005**

"I feel you have done the bes, the course offers more value for money than any other course in town. Great job and keep up the excellant work."

**Monday, February 28, 2005**

"speed up play"

**Monday, February 28, 2005**

"Start a frequent player program that makes it easier for regular and loyal customers to make tee times."

**Monday, February 28, 2005**

"Frequent discount coupons VIA email."

**Monday, February 28, 2005**

"The reason why i don't play more often there is because it is too dificult to get a tee-time"

**Monday, February 28, 2005**

"Give me a standing tee time at 7:20 Sat. mornings!"

**Monday, February 28, 2005**

"Get rid of the online tee time request and bring back the morning drawing!"

**Monday, February 28, 2005**

"Offer discounts to those who would like to play regularly. Make it easier to get a tee time for weekend play and not let the same people get standing tee times. Move the pace of play along. Some marshalls are good, some aren't."

**Monday, February 28, 2005**

"One thing I would concentrate on is the condition of the greens. If I can't putt on the greens, I don't want to play the course. Just keep it in the great condition it is in. I have played there since 1975, and expect to keep playing there for a while."

**Monday, February 28, 2005**

"Occanional discount coupons"

**Monday, February 28, 2005**

"Improve pace of play"

**Monday, February 28, 2005**

"Continue the fine work of the staff. Please do not allow the golf course to be privatized."

**Monday, February 28, 2005**

"Continue to operate the course as a benefit to the residents of Houston. Put money generated from fees back into maintenance and improvement of the course and amenities. Continue to provide a quality golf experience at reasonable rates where diverse citizens of the city can meet on the walk up list and play golf in a pleasant congenial atmosphere. And maybe improve the frequency of beverage cart service"

**Monday, February 28, 2005**

"It is a good course. Something to fix the delay at No. 11 hole."

**Monday, February 28, 2005**

"Have a membership fee that would allow you to have preferential tee times"

**Monday, February 28, 2005**

"I would play this course every weekend if I could get t-time early."

**Monday, February 28, 2005**

"Lights for night play."

**Monday, February 28, 2005**

"get someone to run my business so I could play more! Seriously, Memorial is my favorite course in Houston. Very convenient to my work (Galleria) and, most of all, you are not surrounded by houses!"

**Monday, February 28, 2005**

"provide a frequent player discount and priority on t-times"

**Monday, February 28, 2005**

"More resident specials. I just moved to town so I am not as knowledgeable about the whole thing."

**Monday, February 28, 2005**

"Provide me with information regarding a Discount Card for Memorial Park GC."

**Monday, February 28, 2005**

"Improve the greens to the level of Herman and cut the rough lower in the summer months."

**Sunday, February 27, 2005**

"Open on Tuesday, offer grass hitting surfaces at the practice range, and have a cheaper selection of food. Becks should remain but have an alternative."

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**Sunday, February 27, 2005**

"courtesy of staff is ok but not as good as any other course in houston"

**Sunday, February 27, 2005**

"Friendly Marshalls, and natural turf driving range,"

**Sunday, February 27, 2005**

"Provide some form of frequent player program or "membership""

**Sunday, February 27, 2005**

"You are doing a great job at Memorial. The course condition and playability are fantastic most times. Since one of the big reasons I play golf is the chance to get exercise, I really appreciate the walking policy. It would be great if you would try some sort of regular 'aerobic' (jogging)golf time just to see if it would be popular. I think it would with the number of joggers that come to the park for exercise and would potentially introduce a number of new players to the course....."

**Sunday, February 27, 2005**

"Keep the course the way it is. I enjoy everything at Memorial and will continue to play there no matter what."

**Sunday, February 27, 2005**

"doing a good job with a good facility"

**Sunday, February 27, 2005**

"Change the parking lot to "golfers only""

**Sunday, February 27, 2005**

"Easier to make tee times for weekends."

**Sunday, February 27, 2005**

"Not much. Usualy depends on weather---cart path rules ( 90 or cart path only )and availability"

**Saturday, February 26, 2005**

"I would use the driving range practice facility if you allowed hitting irons off the grass instead of mats when the course is dry."

**Saturday, February 26, 2005**

"Continue to offer greens fees availability ahead of 1 week for the extra \$15"

**Saturday, February 26, 2005**

"Have the marshalls be more vigilant when it comes to slow play or to 4 somes who are duffing their way around the course."

**Friday, February 25, 2005**

"Pace of play & Customer service Rewards"

**Friday, February 25, 2005**

"The flags must be changed to red, white and blue. Everyone hates the present system. I will donate \$ to have the flags changed. Cart lady needs to start earlier and stay later. Those with bad attitudes should not work at the desk or be starters. Need to have the range and putting greens open on Tuesday. Senior rate needs to start at 60 or latest at 62, look at 95% of other courses. On big demand days start groups on 1 & 9. Make Friday a week day rate. Start twilight earlier."

**Friday, February 25, 2005**

"Ask all staff to always be freindly and respectful. Some starters and cashiers are rude control freaks."

**Friday, February 25, 2005**

"Do not increase the green fees, the course is played so much by so many people that the greens are decent at best, thus a green fee increase would make me reconsider the value factor of Memorial Park Golf Course. Other than that I have nothing to contribute to the question."

**Friday, February 25, 2005**

"Availability of Tee-times and membership options"

**Friday, February 25, 2005**

"have weekday rates for seniors friday before noon"

**Friday, February 25, 2005**

"Tee-times preference and discounts for good repeat customers."

**Friday, February 25, 2005**

"maybe be open on tuesdays and also offer green fee discounts or weekly specials"

**Friday, February 25, 2005**

"I understand you have a lot of traffic but try to keep up the greens a little better."

**Friday, February 25, 2005**

"MPGC is my favorite course. It already has my loyalty."

**Friday, February 25, 2005**

"We really like the course and convenience. We love the pace of play, overall condition of course, and location."

**Friday, February 25, 2005**

"Tee Time Availability"

**Friday, February 25, 2005**

"When do I qualify for a senior discount?"

**Thursday, February 24, 2005**

"Tee time availability information in 2 days."

**Thursday, February 24, 2005**

"I've played here for 6 years so I'm pretty loyal, but if you rewarded loyalty and frequency of playing Memorial park with better access to weekend AM tee times that would increase my play there."

**Thursday, February 24, 2005**

"Course condition and green fee"

**Thursday, February 24, 2005**

"Email out to players the specials or available tee times on Thursdays."

Thursday, February 24, 2005

"MORE DISCOUNT COUPONS"

**Thursday, February 24, 2005**

"Driving range on natural grass. A more dedicated bunker practice area."

**Thursday, February 24, 2005**

"The web site is not reliable. It frequently will not accept requests for tee times. The telephone works but is slow."

**Thursday, February 24, 2005**

"lower green fees during the week"

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**Thursday, February 24, 2005**

"I have a city golf card, and I have been playing City of Houston courses since I was 7. Now I am playing at Memorial with my school team. A lot of Memorial's staff is great to kids, but overall it is the least welcoming course for young people. I have had negative experiences with people in the pro shop, starters and marshals over the years that I have never had anywhere else because I know the rules and etiquette perfectly. This is very discouraging. The young people of today are your regular customers of tomorrow!"

**Thursday, February 24, 2005**

"Lower the price of the green fees. Sharpstown has a beautiful course and their green fees are more reasonable than Memorial Park."

**Thursday, February 24, 2005**

"Convenience of confirming tee time earlier."

**Thursday, February 24, 2005**

"offer some type of discount program for frequent players"

**Thursday, February 24, 2005**

"More tee times open to the public. Make it easier to speak live with someone. Send the school children to Herman Park during the week instead of Memorial."

**Thursday, February 24, 2005**

"Enhance the speed of play."

**Wednesday, February 23, 2005**

"The experience is always good at Memorial. The course is a great value for the price compared to other courses in the area wanting \$60 to \$90 in green fees."

**Wednesday, February 23, 2005**

"Find a way to control the quality of golfer on the course. There are too many players with very poor knowledge of proper course conduct."

**Wednesday, February 23, 2005**

"improve drinking water on course - every other hole minimum and every hole in the summer!"

**Wednesday, February 23, 2005**

"Continue to improve conditioning of the course"

Wednesday, February 23, 2005

"get a tee time"

**Wednesday, February 23, 2005**

"Make conditions better."

**Wednesday, February 23, 2005**

"A card, play 5-10 times get a round free"

Wednesday, February 23, 2005

"better greens"

**Wednesday, February 23, 2005**

"Memorial Park is already at the top of my list."

**Wednesday, February 23, 2005**

"cupons, discounts, incentives to play there.."

**Wednesday, February 23, 2005**

"Better parking, better range balls,"



**Wednesday, February 23, 2005**

"Come up with some way to reward frequent user's. Either Tee time preferences, or discounts."

**Wednesday, February 23, 2005**

"How about a frequent player card? Play ten rounds get one free! Or a lunch special round, whereby lunch is free. "

**Wednesday, February 23, 2005**

"pace increase, rate maintain"

**Wednesday, February 23, 2005**

"Friendly staff."

**Wednesday, February 23, 2005**

"Keep up the good work on pace of play. More cart girls on weekdays."

**Wednesday, February 23, 2005**

"Toughen the course by adding trees and fairway bunkers"

**Tuesday, February 22, 2005**

"If I could get a tee time every weekend."

**Tuesday, February 22, 2005**

"Eliminate the lottery system for the weekends."

**Tuesday, February 22, 2005**

"when we have friends come in from out of town we like to take them to a historic nice course there is only one in Houston "Memorial". Every other course has replay rates when people out of town come in they want to play more than once. It looks bad when they pay \$ 44 and then have to pay another \$ 44 to play again. REPLAY RATES A MUST."

**Tuesday, February 22, 2005**

"Treat me like you do your frequent important members"

**Tuesday, February 22, 2005**

"Improve the food at Beck's Prime"

**Tuesday, February 22, 2005**

"Increase the parking, have Beck's Prime improve their food. The burgers are great but they need better salads and really should add soup, wraps"

**Tuesday, February 22, 2005**

"Find friendlier and non-racists Marshalls that run the course during the weekends in the mornings. The Starters are fine and very friendly (Especially ole Lucky). However, there is one older guy (rude marshall) that probably had more run ins with his share of golfers, due to his rudeness and lack of social skills. You guys probably know who I'm referring to."

Tuesday, February 22, 2005

"open tuesdays"

**Tuesday, February 22, 2005**

"Initiate a discount for frequent players or some kind of membership"

**Tuesday, February 22, 2005**

"offer student discounts (college students) i know you offer to high school students & juniors, but not to college students"

**Tuesday, February 22, 2005**

"The marshalls are not very nice and the lottery is tough."

**Tuesday, February 22, 2005**

"Stop closing the course for Junior Golf"

**Tuesday, February 22, 2005**

"Get rid of the golf mats at the range. The mgmt is rude or at best not talkative and I play there often. The value of the course is great and I love playing there. I just wish the staff was a bit friendlier and I could hit off of the grass. Thank you for the service you provide"

**Tuesday, February 22, 2005**

"More tee time availability to the general public"

**Tuesday, February 22, 2005**

"Provide local resident privileges (discounts, preferred tee times, etc.)."

**Tuesday, February 22, 2005**

"I would play at Memorial Park more frequently if I could get desirable tee times. Unfortunately, I don't have much success getting weekend tee times."

**Tuesday, February 22, 2005**

"Keep the course fee low or where it is and start both front and back nine in the morning."

**Tuesday, February 22, 2005**

"leave it alone and keep the same staff they are outstanding."

**Tuesday, February 22, 2005**

"Which is it going to be, a 2% across the board or a 10% increase for green fees ?"

Tuesday, February 22, 2005

"Nothing"

**Tuesday, February 22, 2005**

"I enjoy the course. The biggest problem is getting tee times."

**Tuesday, February 22, 2005**

"It continues to be difficult to get weekend tee times."

**Tuesday, February 22, 2005**

"Keep the course in good condition"

**Tuesday, February 22, 2005**

"Can't think of anything."

**Tuesday, February 22, 2005**

"have a player development monthly fee to include golf/cart/practice/clinics.."

**Tuesday, February 22, 2005**

"Make it more certain to get a tee time!"

**Monday, February 21, 2005**

"overseed the fairways. keep the greens cut and cut the same often no two putt the same "

**Monday, February 21, 2005**

"I already play this as my "home" course. As a loyal patron of your facility (over 36 weeks a year), I would like to have a little better preference on weekend tee times and special rates for my company golf league for one outing a year."

**Monday, February 21, 2005**

"Bring back the early morning in-person drawing out of a hat as a way of getting tee times. The drawing was good for us local people and it was also obviously fairly done. With the computer system, I think someone on the inside is stealing tee times and that ruins my loyalty to the course."

**Monday, February 21, 2005**

"Control the fire ants, esp. the ones by the tee boxes."

**Monday, February 21, 2005**

"Actually I enjoy playing there. From the pros at the golf shop, marshalls, starter - they are all friendly and helpful. Make parking easier would help."

**Monday, February 21, 2005**

"better greens and fix the walkup system when you can't get tee time, no matter how early on weekends I get there, there's already a dozen names on waiting list already, need better system!"

**Monday, February 21, 2005**

"Need more water cans on the course and benches at every tee box as we walk all of the time and if it's backed up there are not many places to sit. Also even during the summer on early tee times the beverage cart needs to come around as it get real hot and there is nothing to drink ."

**Monday, February 21, 2005**

"You are doing a good job. Keep it up. A.J."

**Monday, February 21, 2005**

"walk-up availability"

**Monday, February 21, 2005**

"Tee time availability by starting both front and back 9 in the morning. Keep the fee where it is or even lower!!!!"

**Monday, February 21, 2005**

"Frequent players card Have the course marshals lighten up a bit with slower players who are willing to let people play through Have another city tournament like the grand re-opening"

**Monday, February 21, 2005**

"Make sure the conditions are always good and consistent at Memorial. It really is a good course and they need to continue to put money into the upkeep."

**Monday, February 21, 2005**

"already get most of my non-business play, business play is usually at a club"

**Monday, February 21, 2005**

"Improve the Pace of Play"

**Monday, February 21, 2005**

"Let the rough grow out, narrow the fairways, encourage walking. I play Memorial Park because it is one of the few courses that actually encourages walking."

**Monday, February 21, 2005**

"Membership at attractive rates"

**Monday, February 21, 2005**

"Doing a great job already."

**Monday, February 21, 2005**

"Reinstall the morning lottery for weekend tee times."

**Saturday, February 19, 2005**

"keep rates low"

**Saturday, February 19, 2005**

"A better understanding of the ploitics within the golf club"

**Saturday, February 19, 2005**

"Have the weekday rates until friday noon for seniors."

**Saturday, February 19, 2005**

"Nothing, except improvement of green condition."

**Saturday, February 19, 2005**

"Nothing. I play there every week."

**Friday, February 18, 2005**

"move the play faster,,,"

**Friday, February 18, 2005**

"Send occasional guaranteed tee time emails for decent times, like 9am or 10am, but don't force me to bring 3 of my friends in order to receive the special offer."

**Friday, February 18, 2005**

"Keep prices reasonable."

**Friday, February 18, 2005**

"I don't know that I could get any more loyal.....???"

**Friday, February 18, 2005**

"Keep up the quality and service at the course"

**Friday, February 18, 2005**

"frequent flyer program "

**Friday, February 18, 2005**

"Make early tee times more available. "

**Friday, February 18, 2005**

"Give me more time on weekends!"

**Friday, February 18, 2005**

"Better Green quality."

**Friday, February 18, 2005**

"Allow customers with paid teetimes to practice in grass on the driving range instead of the mats. Driving range mats damage clubs!"

**Friday, February 18, 2005**

"Short of making tee times easier to get, I play there about as much as I could anyway."

**Friday, February 18, 2005**

"Add a "GPS" system to the golf carts."

## Importance Ratings

This report is based on **755** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Benchmark <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	57%	54%	61%	57%	56%	58%	49%	67%	61%	55%	60%	55%	57%	55%	57%	56%	59%
Overall Course Conditions (tees, fairways)	50%	54%	52%	51%	51%	51%	51%	44%	51%	49%	46%	46%	53%	45%	53%	52%	51%
Convenience of Course Location	46%	32%	35%	45%	52%	46%	51%	35%	37%	52%	47%	54%	42%	46%	46%	45%	48%
Tee-time Availability	45%	37%	48%	46%	45%	45%	54%	45%	39%	49%	49%	46%	45%	51%	44%	45%	48%
Pace of Play	25%	34%	30%	27%	20%	26%	14%	15%	31%	25%	22%	21%	26%	26%	25%	23%	27%
Condition of Greens	25%	22%	26%	26%	23%	26%	13%	27%	30%	24%	18%	19%	28%	26%	25%	20%	28%
Scenery and Aesthetics of Course	14%	14%	15%	15%	14%	15%	13%	14%	17%	11%	16%	16%	14%	15%	15%	16%	13%
Overall experience	14%	13%	17%	12%	15%	13%	18%	11%	13%	14%	15%	19%	11%	13%	14%	17%	12%
Friendliness/Service of Staff	8%	9%	7%	9%	9%	7%	18%	11%	8%	9%	12%	9%	7%	11%	7%	9%	7%
Amenities (clubhouse, pro shop, locker room)	1%	2%	1%	2%	0%	1%	3%	0%	1%	1%	1%	2%	1%	2%	1%	2%	1%
On-course Services (restrooms, drinking water)	1%	1%	2%	0%	1%	0%	4%	2%	1%	0%	1%	2%	0%	1%	1%	0%	1%
Condition of Golf Cars	1%	1%	1%	1%	0%	0%	1%	2%	0%	1%	0%	1%	0%	1%	1%	1%	0%
Food and Beverage Service	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (11 courses, 3048 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Media Habits

This report is based on **755** total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Most Popular Radio Stations																
KILT (610 AM)	23%	35%	29%	14%	25%	8%	18%	28%	25%	18%	23%	24%	18%	26%	20%	26%
KTRH (740 AM)	23%	12%	22%	28%	22%	29%	14%	21%	26%	13%	22%	25%	21%	24%	26%	22%
None (0 AM)	18%	26%	18%	15%	17%	23%	23%	17%	19%	28%	16%	17%	24%	16%	16%	20%
KUHF (88.7 FM)	12%	5%	9%	18%	12%	9%	5%	10%	13%	6%	13%	12%	9%	13%	12%	12%
KKRW (93.7 FM)	11%	11%	13%	9%	11%	8%	8%	11%	12%	6%	10%	12%	11%	11%	13%	10%
KPRC (950 AM)	9%	3%	8%	12%	9%	8%	6%	8%	10%	9%	9%	8%	8%	9%	8%	9%
KTBS-FM (94.5 FM)	8%	23%	11%	1%	9%	3%	8%	12%	7%	10%	11%	7%	9%	9%	5%	11%
None (0.0 FM)	8%	9%	9%	8%	9%	6%	6%	5%	11%	16%	7%	8%	8%	9%	9%	9%
KODA (99.1 FM)	7%	3%	5%	11%	7%	12%	6%	9%	6%	0%	6%	9%	8%	7%	7%	7%
KHMX (96.5 FM)	7%	7%	9%	5%	6%	17%	3%	6%	10%	9%	10%	5%	8%	7%	8%	7%
KLDE (107.5 FM)	6%	1%	3%	12%	6%	10%	5%	6%	6%	1%	4%	7%	5%	7%	8%	6%
KBME (790 AM)	5%	7%	6%	4%	6%	3%	8%	6%	6%	3%	6%	6%	5%	6%	6%	5%
KRBE-FM (104.1 FM)	4%	8%	6%	0%	4%	3%	9%	3%	4%	4%	6%	4%	5%	4%	4%	5%
KSEV (700 AM)	4%	0%	3%	7%	4%	3%	3%	6%	3%	6%	3%	4%	3%	4%	5%	3%
KIKK-FM (95.7 FM)	3%	0%	3%	4%	3%	1%	2%	5%	3%	1%	4%	3%	0%	4%	4%	3%
Most Popular Television Stations																
ESPN	44%	62%	51%	31%	47%	21%	42%	50%	44%	43%	45%	44%	42%	46%	42%	48%
The Golf Channel	24%	20%	25%	24%	24%	23%	18%	31%	22%	9%	15%	29%	22%	25%	24%	25%
CNN	18%	12%	18%	20%	16%	33%	20%	16%	20%	18%	22%	17%	21%	17%	21%	17%
ABC	17%	8%	17%	20%	16%	24%	17%	18%	17%	18%	13%	18%	17%	17%	16%	15%
Fox News	17%	8%	15%	22%	17%	17%	9%	19%	18%	19%	16%	17%	17%	17%	19%	16%
CBS	15%	7%	14%	19%	14%	19%	11%	13%	17%	12%	16%	15%	15%	15%	13%	15%
NBC	14%	11%	12%	18%	12%	28%	n/a	11%	17%	13%	15%	14%	14%	14%	13%	14%
HBO	13%	17%	14%	10%	13%	15%	12%	11%	14%	16%	14%	12%	12%	13%	11%	14%
Fox Sports	11%	10%	11%	12%	12%	8%	6%	15%	11%	12%	8%	12%	10%	12%	10%	11%
History Channel	10%	8%	9%	13%	11%	4%	12%	8%	12%	10%	8%	11%	8%	11%	11%	10%
Discovery Channel	9%	9%	10%	9%	10%	6%	9%	10%	9%	10%	10%	9%	9%	9%	10%	9%

<b>Fox</b>	8%	14%	7%	7%	9%	5%	8%	11%	8%	9%	7%	9%	11%	7%	8%	7%
<b>Weather Channel</b>	6%	2%	6%	7%	6%	3%	6%	5%	6%	4%	6%	6%	6%	6%	6%	6%
<b>CNBC</b>	6%	3%	6%	6%	6%	1%	6%	4%	8%	6%	4%	6%	7%	5%	6%	5%
<b>Comedy Central</b>	5%	14%	4%	3%	5%	3%	9%	4%	5%	1%	8%	4%	6%	5%	3%	6%
<b>ESPN2</b>	5%	10%	5%	3%	5%	1%	8%	5%	4%	6%	3%	5%	5%	5%	6%	4%
<b>A &amp; E</b>	4%	2%	3%	7%	4%	9%	2%	5%	5%	4%	5%	4%	2%	5%	8%	3%
<b>Food Network</b>	4%	7%	3%	5%	4%	9%	11%	3%	4%	6%	4%	4%	6%	4%	4%	5%
<b>TNT</b>	4%	7%	4%	3%	4%	5%	8%	4%	3%	3%	4%	4%	4%	4%	4%	4%
<b>MSNBC</b>	3%	2%	4%	4%	4%	1%	2%	3%	4%	4%	5%	3%	4%	3%	3%	4%
<b>USA</b>	3%	2%	3%	4%	3%	4%	8%	3%	3%	n/a	2%	4%	3%	4%	4%	3%
<b>MTV</b>	3%	12%	2%	n/a	3%	1%	8%	3%	2%	6%	3%	3%	4%	3%	2%	4%
<b>HGTV</b>	3%	1%	4%	3%	3%	4%	n/a	3%	3%	6%	2%	2%	1%	3%	3%	3%
<b>National Geographic</b>	3%	2%	3%	2%	3%	n/a	6%	1%	3%	3%	1%	3%	2%	3%	1%	3%
<b>None</b>	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	4%	2%	3%	3%	2%	3%
<b>TBS</b>	2%	2%	2%	3%	2%	1%	2%	4%	2%	3%	2%	2%	4%	2%	0%	3%
<b>Sci-Fi</b>	2%	n/a	4%	1%	2%	3%	5%	2%	2%	4%	2%	2%	3%	2%	3%	2%
<b>TLC (The Learning Channel)</b>	1%	3%	1%	1%	1%	3%	3%	2%	1%	3%	2%	1%	2%	1%	1%	1%
<b>Lifetime</b>	1%	1%	1%	1%	0%	9%	3%	1%	1%	3%	1%	1%	n/a	2%	1%	1%
<b>Showtime</b>	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
<b>Court TV</b>	1%	n/a	1%	2%	1%	n/a	n/a	2%	1%	n/a	1%	1%	n/a	1%	2%	1%
<b>Travel Network</b>	1%	n/a	2%	1%	1%	n/a	n/a	1%	2%	n/a	2%	1%	1%	1%	1%	1%
<b>Spike</b>	1%	2%	2%	n/a	1%	n/a	2%	n/a	1%	1%	2%	1%	1%	1%	0%	1%
<b>Cinemax</b>	1%	2%	0%	1%	1%	n/a	2%	0%	1%	1%	1%	1%	n/a	1%	0%	1%
<b>E!</b>	1%	2%	1%	0%	1%	3%	2%	0%	1%	n/a	2%	1%	1%	1%	0%	1%
<b>BET</b>	1%	1%	1%	0%	1%	3%	5%	n/a	1%	n/a	2%	1%	2%	0%	1%	1%
<b>VH1</b>	1%	2%	1%	n/a	1%	n/a	2%	n/a	1%	3%	1%	0%	1%	0%	0%	1%
<b>FX</b>	1%	1%	1%	0%	0%	1%	n/a	0%	1%	n/a	2%	0%	1%	1%	1%	0%
<b>WB</b>	0%	2%	n/a	0%	0%	n/a	2%	0%	0%	n/a	1%	0%	n/a	1%	0%	1%
<b>PAX</b>	0%	n/a	1%	0%	0%	n/a	n/a	n/a	1%	n/a	1%	0%	n/a	1%	1%	0%
<b>Speed</b>	0%	n/a	1%	n/a	0%	n/a	n/a	0%	0%	n/a	1%	0%	1%	n/a	1%	0%
<b>TNN</b>	0%	n/a	n/a	0%	n/a	1%	n/a	n/a	0%	n/a	n/a	0%	n/a	0%	0%	0%
<b>FNN</b>	0%	1%	n/a	n/a	0%	n/a	n/a	n/a	0%	n/a	1%	n/a	1%	n/a	0%	0%

<b>Yes Network</b>	0%	n/a	n/a	0%	0%	n/a	n/a	n/a	n/a	1%	n/a	n/a	n/a	0%	0%	0%
<b>Most Popular Newspaper Topics</b>																
<b>Sports</b>	75%	79%	78%	74%	79%	46%	70%	79%	77%	62%	67%	80%	69%	79%	79%	76%
<b>Business</b>	58%	36%	52%	72%	58%	55%	36%	55%	66%	38%	60%	60%	51%	61%	58%	58%
<b>National News</b>	57%	38%	56%	68%	57%	65%	42%	51%	64%	46%	53%	61%	49%	61%	61%	55%
<b>Local News</b>	49%	32%	45%	61%	49%	55%	35%	49%	52%	29%	43%	54%	46%	51%	52%	48%
<b>Entertainment</b>	28%	28%	27%	30%	26%	46%	30%	28%	31%	25%	28%	29%	32%	28%	29%	28%
<b>Weather</b>	24%	24%	22%	26%	23%	29%	21%	25%	25%	21%	15%	28%	23%	25%	22%	24%
<b>Travel</b>	17%	9%	17%	21%	15%	35%	12%	10%	23%	16%	18%	17%	20%	17%	14%	18%
<b>Weekend</b>	17%	12%	17%	20%	14%	41%	12%	17%	19%	12%	14%	19%	17%	17%	19%	16%
<b>Comics</b>	13%	9%	8%	19%	12%	14%	18%	10%	12%	10%	13%	13%	13%	13%	17%	10%
<b>Obituaries</b>	9%	n/a	6%	17%	7%	31%	5%	7%	11%	3%	5%	12%	8%	10%	12%	7%
<b>Coupons</b>	8%	4%	9%	8%	6%	22%	14%	8%	7%	7%	4%	9%	7%	8%	9%	7%
<b>None</b>	6%	8%	8%	5%	6%	12%	8%	5%	6%	7%	9%	5%	9%	5%	6%	7%
<b>Classifieds</b>	6%	5%	5%	7%	6%	3%	11%	5%	6%	9%	3%	6%	6%	6%	6%	5%
<b>Advice</b>	2%	1%	1%	4%	1%	12%	2%	1%	3%	1%	2%	3%	1%	3%	4%	1%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.



## Customer Origin

Note: Percentages are cumulative.

Distance In Miles (based on 736 responses)	
5 Miles	58%
10 Miles	73%
15 Miles	82%
30 Miles	96%
Distance In Minutes (based on 727 responses)	
10 Minutes	42%
20 Minutes	75%
30 Minutes	90%

## Customer Profile

Characteristics of surveyed golfers. This report is based on **755** total responses.

Customer Segments	Survey Respondents
<b>Age</b>	
Under 30	16%
30 - 49	42%
50+	42%
<b>Gender</b>	
Male	90%
Female	10%
<b>Income</b>	
Less Than \$50,000	10%
\$50,000 - 99,999	32%
\$100,000 or more	58%
<b>Rounds Played at This Course</b>	
Less than 8	51%
8 - 24	30%
25+	19%
<b>Total Number of Rounds Played</b>	
Less than 8	9%
8 - 24	25%
25+	66%
<b>Average Score</b>	
Under 80	8%
80 - 99	79%
100 or more	13%

## Selection Criteria

This report is based on **755** total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Reasons	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Proximity to residence	76%	79%	73%	79%	76%	81%	77%	70%	78%	71%	73%	77%	65%	81%	73%	77%
Affordability	66%	60%	64%	71%	67%	60%	67%	64%	66%	53%	61%	69%	53%	71%	74%	62%
Reputation of course	40%	40%	39%	43%	42%	28%	35%	44%	37%	26%	43%	41%	42%	40%	51%	36%
Friends play here	33%	32%	31%	36%	33%	36%	24%	39%	34%	22%	28%	37%	26%	36%	42%	28%
Quality of service	27%	18%	20%	38%	26%	41%	26%	32%	24%	10%	23%	31%	20%	30%	47%	15%
Variety	21%	21%	19%	25%	22%	21%	18%	26%	20%	12%	12%	26%	24%	21%	26%	19%
Tee-time availability	18%	10%	13%	28%	19%	15%	14%	16%	20%	10%	15%	21%	15%	20%	27%	13%
Other	11%	12%	12%	11%	11%	13%	8%	9%	12%	10%	11%	12%	9%	12%	12%	10%
Special discount	6%	6%	4%	8%	5%	12%	6%	7%	4%	1%	3%	7%	6%	6%	8%	5%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings by Customer Group

This report is based on **748** total responses.

			Age			Gender		Household Income			Rounds Played			Customers (2)		Loyalty	
Business Drivers	Overall	Index (1)	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Convenience of Course Location	4.44	103 *	4.49	4.43	4.43	4.44	4.49	4.38	4.30	4.54	4.48	4.43	4.44	4.26	4.50	4.71	4.28
Overall Value of Course	4.32	108 *	4.16	4.35	4.35	4.32	4.31	4.14	4.30	4.38	4.23	4.24	4.36	4.07	4.40	4.79	4.04
Scenery and Aesthetics of Course	4.16	102 *	4.08	4.14	4.23	4.15	4.35	4.10	4.23	4.15	4.00	4.12	4.20	4.07	4.20	4.62	3.91
Overall experience	4.15	103 *	4.07	4.12	4.21	4.15	4.09	4.27	4.17	4.12	3.94	4.11	4.19	4.04	4.19	5.00	3.69
Food and Beverage Service	3.99	106 *	3.95	3.92	4.07	3.98	4.06	3.92	4.01	4.02	3.73	3.96	4.03	3.92	4.01	4.53	3.69
Friendliness/Service of Staff	3.97	96 *	3.71	3.86	4.18	3.96	4.04	4.05	4.03	3.93	3.80	3.90	4.02	3.85	4.01	4.64	3.58
Condition of Golf Cars	3.95	95 *	3.83	3.91	4.05	3.92	4.23	3.92	4.01	3.96	3.68	3.96	3.98	3.89	3.98	4.47	3.69
Overall Course Conditions (tees, fairways)	3.94	103 *	4.00	3.86	4.02	3.93	4.07	3.98	4.00	3.92	3.87	3.96	3.95	3.95	3.95	4.46	3.68
On-course Services (restrooms, drinking water)	3.78	105 *	3.78	3.72	3.84	3.75	3.99	3.88	3.88	3.75	3.63	3.74	3.81	3.73	3.79	4.39	3.44
Amenities (clubhouse, pro shop, locker room)	3.75	101 *	3.77	3.68	3.82	3.72	3.99	3.80	3.87	3.72	3.73	3.74	3.76	3.78	3.74	4.29	3.46
Condition of Greens	3.71	101 *	3.74	3.64	3.78	3.70	3.85	3.78	3.80	3.69	3.86	3.71	3.70	3.84	3.68	4.22	3.45
Pace of Play	3.62	101 *	3.40	3.59	3.73	3.58	3.96	3.64	3.61	3.60	3.48	3.53	3.67	3.61	3.62	4.16	3.32
Tee-time Availability	2.78	77 *	2.75	2.55	3.01	2.76	3.00	2.94	2.73	2.73	2.98	2.84	2.72	2.91	2.73	3.26	2.47

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (11 courses, 3048 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings Distribution

This report is based on **748** total responses.

Business Drivers	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
Convenience of Course Location	24	14	77	124	505
Overall Value of Course	17	12	60	286	372
Scenery and Aesthetics of Course	13	17	87	337	281
Overall experience	12	21	69	371	254
Food and Beverage Service	14	34	154	285	253
Friendliness/Service of Staff	24	48	134	256	279
Overall Course Conditions (tees, fairways)	11	24	133	397	173
Condition of Golf Cars	13	18	173	295	213
On-course Services (restrooms, drinking water)	15	42	211	296	176
Amenities (clubhouse, pro shop, locker room)	14	42	221	286	166
Condition of Greens	12	48	204	345	126
Pace of Play	21	76	212	269	151
Tee-time Availability	144	167	208	160	64

## Custom Survey Questions Report

**How would you rate the convenience of making tee time reservations on the internet?** (Single select, Active )

- Very **(395 responses)**
- Somewhat **(165 responses)**
- Neutral **(130 responses)**
- Not very **(46 responses)**
- Not at all **(18 responses)**

**What information would you like to receive by email or have posted on the website?**

- Specials **(589 responses)**
- Club Demo days **(324 responses)**
- Clinic offerings **(254 responses)**
- Course closure information **(425 responses)**
- Course maintenance information (i.e. aerification schedule) **(446 responses)**
- Other **(54 responses)**

**Would you continue to play Memorial Park Golf Course if there was a non-resident green fee increase?**

- Yes **(584 responses)**
- No **(158 responses)**

**Would you continue to play Memorial Park Golf Course if there was a \$2 across-the-board green fee increase?**

- Yes **(614 responses)**
- No **(123 responses)**

**Would you continue to play Memorial Park Golf Course if there was a 10% green fee increase?**

- Yes **(454 responses)**
- No **(280 responses)**

**Your opinion is important to us!**

**Expires on March 31, 2005**

1. a. First, tell us the total number of rounds you played in the past 12 months. \_\_\_\_\_ rounds  
b. Then, tell us how many of these rounds you've played at Memorial Park Golf Course in the past 12 months \_\_\_\_\_ rounds  
c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you've played at each in the past 12 months.  
1. \_\_\_\_\_ rounds  
2. \_\_\_\_\_ rounds  
3. \_\_\_\_\_ rounds  
4. \_\_\_\_\_ rounds
2. Which of the following best describes you in relation to Memorial Park Golf Course?
- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Annual member   | <input type="checkbox"/> Business/corporate outing golfer            | <input type="checkbox"/> League player | <input type="checkbox"/> Discount card holder |
| <input type="checkbox"/> Seasonal member | <input type="checkbox"/> Area resident with no affiliation to course | <input type="checkbox"/> Vacationer    | <input type="checkbox"/> Other, specify _____ |

3. For the first three columns, circle a number from 1 to 5 indicating your level of satisfaction in each factor shown below. Then, in the far right-hand column, check three factors that are most important to you when playing golf.

1=VERY DISSATISFIED   2=Somewhat Dissatisfied   3=Neither Satisfied nor Dissatisfied   4=Somewhat Satisfied   5=VERY SATISFIED															Check three most important factors	
FACTORS	Memorial Park Golf Course					(write in course from "c1" above)					(write in course from "c2" above)					
Overall value of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Convenience of course location	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Tee-time availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Overall course conditions (tees, fairways)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Condition of greens	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Scenery and aesthetics of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Pace of play	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Condition of golf cars	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Amenities (clubhouse, pro shop, locker room)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Friendliness/service of staff	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Food and beverage service	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
On-course services (restrooms, drinking water)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Overall experience	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>

4. Why do you normally choose to play at Memorial Park Golf Course? (check all that apply)

<input type="checkbox"/> Proximity to residence	<input type="checkbox"/> Tee-time availability
<input type="checkbox"/> Variety	<input type="checkbox"/> Special discount
<input type="checkbox"/> Affordability	<input type="checkbox"/> Friends play here
<input type="checkbox"/> Reputation of course	<input type="checkbox"/> Other, Specify _____
<input type="checkbox"/> Quality of service	

5. Gender: ☐ Male ☐ Female

6. Age: \_\_\_\_\_

7. What is your annual household income?

<input type="checkbox"/> Under \$25k	<input type="checkbox"/> \$100k - \$149,999
<input type="checkbox"/> \$25k - \$49,999	<input type="checkbox"/> \$150k - \$199,999
<input type="checkbox"/> \$50k - \$74,999	<input type="checkbox"/> \$200k - \$249,999
<input type="checkbox"/> \$75k - \$99,999	<input type="checkbox"/> \$250k +

8. Will you return to this course in the future? ☐ Yes ☐ No

9. Zip code of primary residence: \_\_\_\_\_

10. Distance of course from your residence: \_\_\_\_\_ miles  
 \_\_\_\_\_ minutes

11. Approximately how many years have you been playing golf at Memorial Park Golf Course?

<input type="checkbox"/> Less than 2 years	<input type="checkbox"/> 8 to 10 years
<input type="checkbox"/> 2 to 4 years	<input type="checkbox"/> More than 10 years
<input type="checkbox"/> 5 to 7 years	

12. Would you recommend this course to others? ☐ Yes ☐ No

13. List your two favorite radio stations ***in this area:*** \_\_\_\_\_ FM  
 \_\_\_\_\_ AM

14. What sections of the newspaper do you read most often? (check all that apply)

<input type="checkbox"/> Sports	<input type="checkbox"/> Obituaries	<input type="checkbox"/> Entertainment
<input type="checkbox"/> National News	<input type="checkbox"/> Travel	<input type="checkbox"/> Comics
<input type="checkbox"/> Local News	<input type="checkbox"/> Weather	<input type="checkbox"/> Coupons
<input type="checkbox"/> Classifieds	<input type="checkbox"/> Weekend	<input type="checkbox"/> Advice (Dear Abby)
<input type="checkbox"/> Business		

15. What 3 TV stations/networks do you most often watch? (1) \_\_\_\_\_  
 (2) \_\_\_\_\_  
 (3) \_\_\_\_\_

16. What is your average score for 18 holes? \_\_\_\_\_

17. What days do you usually play golf?

<input type="checkbox"/> Weekdays (Monday – Friday)	<input type="checkbox"/> My rounds are split evenly
<input type="checkbox"/> Weekends (Saturday and Sunday)	

18. How would you rate the convenience of making tee time reservations on the Internet?

<input type="checkbox"/> Very	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Neutral
<input type="checkbox"/> Not very	<input type="checkbox"/> Not at all	

19. What information would you like to receive by email or have posted on the Website?

<input type="checkbox"/> Specials	<input type="checkbox"/> Club demo days
<input type="checkbox"/> Clinic offerings	<input type="checkbox"/> Course closure information
<input type="checkbox"/> Course maintenance information (i.e., aeration schedule)	
<input type="checkbox"/> Other _____	

20. Would you continue to play Memorial Park Golf Course if there was a:

Non-resident green fee increase	<input type="checkbox"/> Yes	<input type="checkbox"/> No
\$2 across-the-board green fee increase	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10% green fee increase	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**What could we do to enhance your loyalty and increase your play frequency at Memorial Park Golf Course?** *(Additional comments on reverse side, please.)*

Name \_\_\_\_\_ Email \_\_\_\_\_  
(Please print)  
Address/City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

– RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION –

Receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

**Expires on March 31, 2005**[illegible]

## SHARPSTOWN PARK GOLF COURSE

From February through March 2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on **97** total responses.

#### 5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Overall Course Conditions (tees, fairways)
- Condition of Greens
- Convenience of Course Location
- Pace of Play

**NGF Loyalty Index:** 21%; benchmark: 24%

**The Competition:** Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- Bear Creek Golf World
- Clear Creek Golf Course
- Greatwood Golf Club
- Memorial Park Golf Course
- Gus Wortham Park Golf Course

**Satisfaction Ratings vs. the Competition:** When compared to the local competition, your facility has a **higher satisfaction rating** for the following factors:

- Friendliness/Service of Staff

When compared to the local competition, your facility has a **lower satisfaction rating** for the following factors:

- Overall Course Conditions (tees, fairways)
- Amenities (clubhouse, pro shop, locker room)

**Share of Wallet:** You have an average of 55% of your customers' overall business.

**Frequent Customers:** Characteristics of frequent customers at Sharpstown Park Golf Course:

- Age 30 - 49
- Male
- Income from \$50,000 - 99,999
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

**Satisfaction at your Facility:** Sharpstown Park Golf Course was **well above** the benchmark for the following factors (index of 110 or more):

- None



Sharpstown Park Golf Course was **well below** the benchmark for the following factors (index of 90 or less):

- Scenery and Aesthetics of Course

## NGF Customer Fulfillment Grid

This report is based on **97** total responses.

	Satisfaction	Importance
1. Overall Value of Course	79%	53%
2. Convenience of Course Location	80%	22%
3. Tee-time Availability	73%	19%
4. Overall Course Conditions (tees, fairways)	67%	39%
5. Condition of Greens	69%	22%
6. Scenery and Aesthetics of Course	49%	7%
7. Pace of Play	45%	22%
8. Condition of Golf Cars	76%	3%
9. Amenities (clubhouse, pro shop, locker room)	55%	2%
10. Friendliness/Service of Staff	82%	11%
11. Food and Beverage Service	52%	-
12. On-course Services (restrooms, drinking water)	59%	1%
13. Overall experience	83%	6%



## Loyalty Index

Shown below is the loyalty breakdown at your facility, based on 77 qualifying responses. 21% of your golfers are loyal to your course.

Sharpstown Park Golf Course		Benchmark <sup>(1)</sup>
<a href="#">Loyal golfers at your facility:</a>	21%	24%
<a href="#">Somewhat vulnerable golfers at your facility:</a>	61%	51%
<a href="#">Highly vulnerable golfers at your facility:</a>	18%	24%
<a href="#">Golfers not loyal to your facility:</a>	0%	1%

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (9 courses, 1188 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.

## Competitive Analysis

Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on **85** total responses.

Course	Market Share <sup>(1)</sup>
Sharpstown Park Golf Course	55%
Bear Creek Golf World	3%
Clear Creek Golf Course	3%
Greatwood Golf Club	3%
Memorial Park Golf Course	3%
Gus Wortham Park Golf Course	2%
Sugar Hill Golf Course	2%
Wildcat Golf Club	1%
Houston National Golf Club	1%
Magnolia Creek Golf Links	1%
River Pointe Golf Club	1%
Green Meadows Golf Club	1%
Hermann Park Golf Course	1%
Brock Park Golf Course	1%
Alvin Golf & Country Club	1%
<sup>(1)</sup> Based on total volume of rounds played.	

## Satisfaction Ratings vs. Competition

This report is based on **97** total responses.

<b>Business Drivers</b> in order of importance to your customers	<b>Sharpstown Park Golf Course <sup>(1)</sup></b>	<b>Memorial Park Golf Course <sup>(1)</sup></b>	<b>Clear Creek Golf Course <sup>(1)</sup></b>	<b>Greatwood Golf Club <sup>(1)</sup></b>	<b>National Average <sup>(2)</sup></b>
Overall Value of Course	79%	82%	62%	78%	78%
Overall Course Conditions (tees, fairways)	67%	91%	75%	78%	69%
Condition of Greens	69%	82%	62%	89%	67%
Convenience of Course Location	80%	82%	75%	67%	84%
Pace of Play	45%	55%	12%	78%	51%
Tee-time Availability	73%	27%	57%	67%	72%
Friendliness/Service of Staff	82%	36%	50%	67%	82%
Scenery and Aesthetics of Course	49%	82%	50%	100%	70%
Overall experience	83%	73%	37%	89%	79%
Condition of Golf Cars	76%	80%	75%	100%	63%
Amenities (clubhouse, pro shop, locker room)	55%	91%	75%	89%	50%
On-course Services (restrooms, drinking water)	59%	73%	50%	89%	44%
Food and Beverage Service	52%	80%	37%	67%	53%
<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied.					
<sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).					

### Share of Wallet

Percentage of your customers' overall rounds played at your facility. This report is based on **97** total responses.

Customer Segments	Average Rounds Played at Sharpstown Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
<b>Overall</b>	<b>27</b>	<b>51</b>	<b>53%</b>
<b>Age</b>			
Under 30	7	17	41%
30 - 49	17	44	39%
50+	43	66	65%
<b>Gender</b>			
Male	26	50	52%
Female	42	48	88%
<b>Income</b>			
Less Than \$50,000	35	57	61%
\$50,000 - 99,999	28	49	57%
\$100,000 or more	10	45	22%
<b>Rounds Played</b>			
Less than 8	1	3	33%
8 - 24	5	15	33%
25+	34	62	55%
<b>Average Score</b>			
Under 80	48	79	61%
80 - 99	27	54	50%
100 or more	15	31	48%

## Voice of Your Customer

**Thursday, April 21, 2005**

"Have club membership fee"

**Thursday, April 21, 2005**

"Deleted poorly placed trees. Plant now in playing proximity - non pine trees only!"

**Thursday, April 21, 2005**

"Supply a beverage cart 7 days a week"

**Thursday, April 21, 2005**

"Retirement!"

**Thursday, April 21, 2005**

"I play here a lot"

**Thursday, April 21, 2005**

"Nothing - I will always play here - great staff (Doug and crew)"

**Thursday, April 21, 2005**

"Nothing"

**Thursday, April 21, 2005**

"Lower senior age to 60"

**Thursday, April 21, 2005**

"Lessons; extra bathroom on course"

**Thursday, April 21, 2005**

"For me personally - the staff are very friendly and I'm treated very nicely"

**Thursday, April 21, 2005**

"Give free round after 10 paid rounds"

**Thursday, April 21, 2005**

"Keep the staff!!"

**Thursday, April 21, 2005**

"You're doing fine"

**Thursday, April 21, 2005**

"Easy to get tee time for weekend play before Wed morning"

**Thursday, April 21, 2005**

"Don't make too many changes"

**Thursday, April 21, 2005**

"Electronic handicap option"

**Thursday, April 21, 2005**

"I'm in!"

**Thursday, April 21, 2005**

"A women's group"

**Thursday, April 21, 2005**

"All is fine"

**Thursday, April 21, 2005**

"Marshall speed of play"

**Thursday, April 21, 2005**

"Drop the price on 1 cart rider fee - extremely high"

**Thursday, April 21, 2005**

"City of Houston employee discounts"

**Thursday, April 21, 2005**

"Have a ladies league"

**Thursday, April 21, 2005**

"As long as I can have fun and afford to play here, I'll come back."

**Thursday, April 21, 2005**

"Very satisfied"

**Wednesday, April 20, 2005**

"Membership"

**Wednesday, April 20, 2005**

"Good staff. Greens need to be faster."

**Wednesday, April 20, 2005**

"The lights along the paths and near the clubhouse should be repaired and someone should be responsible for periodically programming the timer so that they are on during the early morning hours and stay on until sunup. I think the fairways are sometimes cut too short. It's time to repaint the yardage markers on the cart paths. A new local rule: any shot from hole #1 that lands on the east side of the cartpath of hole #9 is out of bounds. To speed up play I'd like to suggest the "hit-up rule" that is used on par 3's. A group A tees off. When everyone in group A is on the green, they mark their balls and allow group B to "hit up." Then, while group B is proceeding to their balls, group A putts and holes out. This might be especially helpful on hole #2."

**Saturday, April 09, 2005**

"HAVE INTERNET TEE TIME REGISTRATION. HAVE MARSHALLS WATCH SLOWER PLAYERS AND IMPROVE GREENS "

**Thursday, April 07, 2005**

"just keep the prices the same!"

**Monday, April 04, 2005**

"Give residents priority tee times, charge more for non-residents(like Cinco Ranch and Battleground), speed up play."

**Monday, April 04, 2005**

"Offer free/discounted rounds of golf."

**Thursday, March 31, 2005**

"Make sure the greens are in good shape"

**Monday, March 28, 2005**

"get the pace of play more consistent."

**Wednesday, March 23, 2005**

"Address pace of play"

**Monday, March 21, 2005**

"Keeping the price affordable and work on the drainage problems in the fairways. I enjoy playing this course and will recommend this course to my golfing friends."

**Tuesday, March 15, 2005**

"The course is actually in decent condition. The price is great, but the pace of play there is sometimes unbearable. That is why I usually shell out an extra 3-5 dollars or wait until twilight to play elsewhere. I usually end up finishing at same time if I had played at Sharpstown. Since I work in the Sharpstown area and am 5 minutes away from the course, it would be nice to play there more often. A practice range would be great also but that may be asking for too much."

**Sunday, March 13, 2005**

"give discounts to college students"

**Sunday, March 13, 2005**

"better fairways and more frequent mowing of fairways"

**Saturday, March 12, 2005**



"Lower green fees."

**Wednesday, March 09, 2005**

"Increase speed and quality of greens. Also, maybe offer some internet deals."

**Wednesday, March 09, 2005**

"reduced green fee for ages 55 and up"

**Monday, March 07, 2005**

"Overall I am fairly satisfied with the park, I think the only reason I prefer Brock is because of the nicer scenery."

**Friday, March 04, 2005**

"My group have a problem with waiting behind old folks and on more than a few occasions having to compete with fivesomes, two in a cart and three walkers. That really slows pace up."

**Friday, March 04, 2005**

"Reduce weekday prices and/or offer discounts during the week aside from the twilight rate. I would rather travel to Bear Creek and pay 20. incl cart rather than 26 at Sharptown."

**Friday, March 04, 2005**

"Not much. This year the course has been in great shape. Oh, one thing. let me play free on my birthday."

**Friday, March 04, 2005**

"I play about every other round at Sharpstown. Adding some sort of Handicap Service or membership would increase my loyalty, but I already love the place. I play elsewhere just for variety."

**Wednesday, March 02, 2005**

"Longer distance between tee times."

**Monday, February 28, 2005**

"1. make a good and easy food service and restaurant. 2. improve fairway and green condition "

**Monday, February 28, 2005**

"Introduction of Frequent Player Card"

Thursday, February 24, 2005

"keep it the way it is"

## Importance Ratings

This report is based on **97** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Benchmark <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	53%	46%	78%	63%	37%	54%	33%	57%	44%	79%	67%	55%	51%	71%	44%	63%	57%
Overall Course Conditions (tees, fairways)	39%	46%	56%	43%	34%	41%	0%	29%	41%	57%	33%	50%	36%	43%	37%	38%	48%
Condition of Greens	22%	21%	22%	20%	26%	23%	0%	25%	15%	29%	33%	5%	26%	25%	21%	19%	20%
Convenience of Course Location	22%	29%	11%	18%	31%	22%	33%	25%	17%	29%	0%	15%	24%	21%	22%	25%	23%
Pace of Play	22%	30%	33%	24%	17%	23%	0%	14%	27%	21%	0%	35%	19%	18%	24%	25%	23%
Tee-time Availability	19%	33%	11%	18%	23%	18%	33%	18%	20%	21%	0%	25%	18%	25%	15%	13%	25%
Friendliness/Service of Staff	11%	11%	0%	8%	20%	11%	33%	7%	10%	14%	0%	10%	12%	4%	15%	6%	7%
Scenery and Aesthetics of Course	7%	11%	0%	8%	9%	6%	33%	7%	7%	0%	0%	0%	9%	4%	9%	13%	5%
Overall experience	6%	11%	11%	6%	6%	6%	0%	4%	10%	7%	33%	10%	4%	18%	1%	0%	10%
Condition of Golf Cars	3%	1%	11%	0%	6%	3%	0%	4%	5%	0%	33%	0%	3%	4%	3%	0%	2%
Amenities (clubhouse, pro shop, locker room)	2%	2%	0%	2%	3%	2%	0%	0%	2%	0%	0%	0%	3%	4%	1%	6%	2%
On-course Services (restrooms, drinking water)	1%	1%	0%	0%	3%	0%	33%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (9 courses, 1188 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Media Habits

This report is based on **97** total responses.

		Age			Gender		Household Income			Rounds Played			Customers (1)		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Most Popular Radio Stations</b>																
KILT (610 AM)	22%	44%	27%	9%	23%	0%	21%	24%	29%	33%	30%	19%	32%	18%	25%	26%
KTRH (740 AM)	13%	0%	18%	11%	14%	0%	7%	15%	21%	0%	15%	14%	7%	16%	19%	13%
KODA (99.1 FM)	11%	0%	10%	17%	10%	67%	4%	17%	7%	0%	5%	14%	4%	15%	19%	10%
KMJQ (102.1 FM)	8%	0%	14%	3%	9%	0%	0%	10%	21%	0%	0%	11%	7%	9%	0%	10%
KKRW (93.7 FM)	7%	11%	12%	0%	8%	0%	11%	7%	0%	33%	5%	7%	11%	6%	19%	5%
KPRC (950 AM)	6%	0%	4%	11%	6%	0%	7%	7%	0%	0%	10%	5%	0%	9%	6%	5%
KUHF (88.7 FM)	6%	0%	2%	14%	5%	33%	7%	5%	14%	0%	15%	4%	4%	7%	0%	8%
None (0 AM)	5%	0%	8%	3%	5%	0%	7%	5%	7%	0%	5%	5%	14%	1%	6%	7%
KBME (790 AM)	4%	11%	6%	0%	4%	0%	4%	5%	7%	0%	5%	4%	4%	4%	6%	5%
KTBS-FM (94.5 FM)	4%	11%	6%	0%	4%	0%	0%	7%	7%	0%	15%	1%	7%	3%	0%	7%
KIKK-FM (95.7 FM)	3%	0%	4%	3%	3%	0%	7%	2%	0%	0%	0%	4%	4%	3%	0%	5%
KPFT (90.1 FM)	3%	0%	4%	3%	3%	0%	4%	2%	7%	0%	5%	3%	7%	1%	0%	3%
KHPT (106.9 FM)	3%	11%	2%	3%	3%	0%	7%	2%	0%	0%	5%	3%	0%	4%	0%	3%
KSEV (700 AM)	3%	0%	6%	0%	3%	0%	7%	2%	0%	0%	5%	3%	0%	4%	0%	5%
KILT-FM (100.3 FM)	2%	0%	2%	0%	2%	0%	0%	5%	0%	0%	5%	1%	4%	1%	6%	2%
<b>Most Popular Television Stations</b>																
ABC	36%	33%	31%	40%	34%	100%	29%	51%	14%	33%	40%	35%	46%	32%	44%	34%
CBS	34%	n/a	29%	49%	33%	67%	32%	41%	n/a	n/a	25%	38%	36%	34%	50%	30%
ESPN	31%	67%	39%	14%	32%	n/a	39%	24%	50%	67%	40%	27%	32%	31%	31%	34%
NBC	23%	11%	12%	37%	20%	100%	25%	22%	14%	n/a	20%	24%	21%	24%	6%	23%
Fox	20%	11%	18%	26%	20%	n/a	18%	24%	21%	n/a	25%	19%	14%	22%	19%	20%
The Golf Channel	19%	11%	29%	6%	19%	n/a	7%	20%	50%	n/a	15%	20%	36%	12%	6%	25%
HBO	8%	n/a	10%	9%	9%	n/a	n/a	12%	14%	n/a	15%	7%	11%	7%	0%	11%
Fox Sports	8%	22%	10%	3%	9%	n/a	14%	5%	14%	n/a	5%	9%	11%	7%	6%	8%
Fox News	6%	11%	6%	6%	6%	n/a	7%	5%	7%	n/a	5%	7%	7%	6%	6%	8%

History Channel	6%	n/a	6%	9%	6%	n/a	11%	7%	n/a	n/a	5%	7%	4%	7%	13%	7%
CNN	5%	n/a	8%	3%	5%	n/a	4%	5%	7%	n/a	n/a	7%	n/a	7%	6%	7%
ESPN2	4%	11%	4%	3%	4%	n/a	7%	5%	n/a	33%	n/a	4%	7%	3%	6%	5%
TNT	4%	n/a	6%	3%	4%	n/a	7%	2%	7%	n/a	5%	4%	n/a	6%	6%	3%
TLC (The Learning Channel)	3%	n/a	4%	3%	3%	n/a	n/a	5%	7%	n/a	10%	1%	4%	3%	6%	3%
UPN	3%	11%	4%	n/a	3%	n/a	n/a	5%	7%	n/a	5%	3%	n/a	4%	0%	3%
Discovery Channel	2%	11%	2%	n/a	2%	n/a	4%	n/a	7%	33%	n/a	1%	7%	n/a	0%	3%
MSNBC	2%	n/a	4%	n/a	2%	n/a	n/a	2%	7%	n/a	5%	1%	4%	1%	0%	3%
Speed	2%	n/a	4%	n/a	2%	n/a	4%	2%	n/a	n/a	n/a	3%	7%	n/a	0%	2%
A & E	2%	n/a	4%	n/a	2%	n/a	n/a	5%	n/a	n/a	n/a	3%	n/a	3%	6%	2%
CNBC	2%	n/a	2%	3%	2%	n/a	4%	n/a	7%	n/a	5%	1%	n/a	3%	6%	2%
Travel Network	1%	n/a	n/a	3%	1%	n/a	n/a	2%	n/a	n/a	5%	n/a	4%	n/a	0%	2%
Cinemax	1%	n/a	2%	n/a	1%	n/a	n/a	2%	n/a	n/a	5%	n/a	n/a	1%	0%	2%
HGTV	1%	n/a	2%	n/a	1%	n/a	n/a	n/a	7%	n/a	n/a	1%	n/a	1%	0%	2%
National Geographic	1%	n/a	2%	n/a	1%	n/a	n/a	n/a	7%	n/a	n/a	1%	4%	n/a	0%	2%
FX	1%	n/a	2%	n/a	1%	n/a	4%	n/a	n/a	n/a	n/a	1%	4%	n/a	0%	2%
Comedy Central	1%	n/a	2%	n/a	1%	n/a	4%	n/a	n/a	n/a	n/a	1%	4%	n/a	0%	2%
MTV	1%	11%	n/a	n/a	1%	n/a	n/a	2%	n/a	n/a	n/a	1%	4%	n/a	0%	2%
USA	1%	n/a	2%	n/a	1%	n/a	n/a	2%	n/a	n/a	n/a	1%	n/a	1%	6%	0%
VH1	1%	n/a	2%	n/a	1%	n/a	n/a	2%	n/a	n/a	5%	n/a	n/a	1%	6%	0%
WB	1%	n/a	2%	n/a	n/a	33%	n/a	2%	n/a	n/a	n/a	1%	n/a	1%	0%	2%
Weather Channel	1%	n/a	2%	n/a	1%	n/a	n/a	2%	n/a	n/a	n/a	1%	4%	n/a	0%	2%
TBS	1%	11%	n/a	n/a	1%	n/a	4%	n/a	n/a	n/a	n/a	1%	n/a	1%	0%	2%
Food Network	1%	n/a	n/a	3%	1%	n/a	n/a	n/a	7%	n/a	n/a	1%	n/a	1%	0%	2%
<b>Most Popular Newspaper Topics</b>																
Sports	76%	67%	73%	89%	78%	33%	82%	73%	86%	67%	70%	78%	86%	74%	88%	77%
Local News	44%	22%	47%	43%	43%	67%	39%	54%	43%	33%	55%	42%	29%	51%	44%	44%
Business	41%	22%	35%	57%	43%	n/a	25%	39%	79%	n/a	35%	45%	36%	44%	44%	43%
National News	39%	22%	35%	51%	40%	33%	36%	39%	36%	n/a	45%	39%	29%	44%	31%	39%
Weather	20%	11%	14%	29%	20%	n/a	21%	22%	7%	33%	10%	22%	21%	19%	25%	21%

<b>Comics</b>	20%	11%	12%	31%	20%	n/a	32%	17%	7%	n/a	10%	23%	7%	25%	19%	20%
<b>Entertainment</b>	14%	44%	12%	11%	15%	n/a	21%	12%	7%	33%	10%	15%	11%	16%	19%	16%
<b>Travel</b>	11%	11%	12%	9%	12%	n/a	7%	17%	7%	n/a	n/a	15%	11%	12%	13%	11%
<b>Coupons</b>	7%	n/a	10%	6%	6%	33%	11%	7%	n/a	n/a	n/a	9%	4%	9%	13%	7%
<b>Classifieds</b>	6%	11%	6%	6%	5%	33%	4%	7%	7%	33%	5%	5%	7%	6%	13%	7%
<b>Obituaries</b>	5%	n/a	n/a	11%	5%	n/a	4%	5%	n/a	n/a	n/a	7%	n/a	7%	13%	3%
<b>Weekend</b>	5%	n/a	4%	6%	5%	n/a	7%	5%	n/a	n/a	n/a	7%	n/a	7%	19%	3%
<b>None</b>	3%	n/a	4%	3%	2%	33%	7%	2%	n/a	n/a	5%	3%	7%	1%	0%	5%
<b>Advice</b>	2%	n/a	n/a	6%	2%	n/a	n/a	2%	n/a	n/a	n/a	3%	n/a	3%	0%	3%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Customer Origin

Note: Percentages are cumulative.

Distance In Miles (based on 90 responses)	
5 Miles	41%
10 Miles	64%
15 Miles	74%
30 Miles	94%
Distance In Minutes (based on 70 responses)	
10 Minutes	27%
20 Minutes	73%
30 Minutes	90%

## Customer Profile

Characteristics of surveyed golfers. This report is based on **97** total responses.

Customer Segments	Survey Respondents
<b>Age</b>	
Under 30	10%
30 - 49	53%
50+	38%
<b>Gender</b>	
Male	97%
Female	3%
<b>Income</b>	
Less Than \$50,000	34%
\$50,000 - 99,999	49%
\$100,000 or more	17%
<b>Rounds Played at This Course</b>	
Less than 8	30%
8 - 24	33%
25+	37%
<b>Total Number of Rounds Played</b>	
Less than 8	3%
8 - 24	21%
25+	76%
<b>Average Score</b>	
Under 80	10%
80 - 99	68%
100 or more	22%

## Selection Criteria

This report is based on **97** total responses.

		Age			Gender		Household Income			Rounds Played			Customers (1)		Loyalty	
Reasons	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Affordability	74%	56%	73%	80%	73%	100%	75%	76%	71%	33%	55%	81%	64%	79%	81%	72%
Proximity to residence	71%	67%	61%	83%	70%	100%	71%	73%	57%	n/a	65%	76%	68%	72%	63%	72%
Friends play here	37%	22%	39%	40%	37%	67%	36%	44%	36%	33%	25%	41%	39%	37%	44%	36%
Quality of service	28%	n/a	22%	43%	27%	67%	32%	29%	21%	n/a	20%	31%	25%	29%	38%	25%
Tee-time availability	27%	33%	22%	31%	26%	67%	32%	24%	21%	33%	20%	28%	36%	24%	31%	25%
Special discount	9%	n/a	14%	3%	10%	n/a	7%	7%	29%	n/a	5%	11%	11%	9%	6%	10%
Variety	8%	n/a	14%	3%	9%	n/a	n/a	12%	21%	n/a	15%	7%	11%	7%	19%	8%
Reputation of course	8%	n/a	8%	11%	8%	33%	7%	12%	n/a	n/a	5%	9%	4%	10%	25%	7%
Other	5%	n/a	8%	3%	5%	n/a	4%	2%	14%	n/a	10%	4%	7%	4%	0%	7%

(1)

"New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.



## Satisfaction Ratings by Customer Group

This report is based on **97** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Index <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Convenience of Course Location	4.24	97 *	4.44	4.27	4.20	4.25	4.00	4.15	4.18	4.36	3.67	4.50	4.19	4.26	4.22	4.50	4.23
Friendliness/Service of Staff	4.23	100 *	4.22	4.19	4.34	4.22	4.67	4.26	4.25	4.07	4.00	4.40	4.19	3.96	4.34	4.94	4.05
Overall Value of Course	4.13	101 *	4.11	4.18	4.18	4.15	3.67	4.48	3.85	3.93	4.00	4.20	4.11	3.93	4.19	4.88	4.00
Condition of Golf Cars	4.02	106 *	4.38	3.96	4.21	4.01	4.33	4.00	4.11	3.64	4.50	3.95	4.03	3.81	4.12	4.86	3.86
Overall experience	3.97	99 *	4.00	3.94	4.06	3.98	3.67	4.23	3.85	3.64	4.00	3.95	3.97	3.70	4.08	5.00	3.69
Tee-time Availability	3.90	98 *	4.11	3.89	3.97	3.90	4.00	4.04	3.79	4.00	4.00	3.60	3.99	3.89	3.94	4.77	3.77
Condition of Greens	3.88	102 *	3.89	3.83	4.00	3.88	4.00	4.00	3.83	3.43	4.00	3.75	3.92	3.78	3.93	4.81	3.64
Overall Course Conditions (tees, fairways)	3.77	99 *	3.67	3.75	3.86	3.77	3.67	3.78	3.83	3.36	4.00	3.80	3.75	3.56	3.85	4.63	3.61
Amenities (clubhouse, pro shop, locker room)	3.56	102 *	4.00	3.48	3.59	3.57	3.33	3.80	3.55	2.86	4.50	3.35	3.59	3.42	3.62	4.69	3.32
Food and Beverage Service	3.55	101 *	3.67	3.62	3.42	3.57	3.00	3.50	3.59	3.36	4.00	3.45	3.56	3.44	3.59	4.43	3.31
On-course Services (restrooms, drinking water)	3.51	106 *	3.44	3.56	3.47	3.54	2.67	3.65	3.65	3.29	4.00	3.25	3.56	3.44	3.56	4.53	3.34
Scenery and Aesthetics of Course	3.47	88 *	3.44	3.44	3.54	3.47	3.67	3.41	3.53	3.21	4.00	3.50	3.44	3.63	3.42	4.06	3.36
Pace of Play	3.28	95 *	2.86	3.15	3.57	3.28	3.33	3.44	3.15	3.14	4.00	3.25	3.28	3.08	3.34	4.20	3.05

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (9 courses, 1188 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings by Customer Group

This report is based on **97** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Index <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Convenience of Course Location	4.24	97 *	4.44	4.27	4.20	4.25	4.00	4.15	4.18	4.36	3.67	4.50	4.19	4.26	4.22	4.50	4.23
Friendliness/Service of Staff	4.23	100 *	4.22	4.19	4.34	4.22	4.67	4.26	4.25	4.07	4.00	4.40	4.19	3.96	4.34	4.94	4.05
Overall Value of Course	4.13	101 *	4.11	4.18	4.18	4.15	3.67	4.48	3.85	3.93	4.00	4.20	4.11	3.93	4.19	4.88	4.00
Condition of Golf Cars	4.02	106 *	4.38	3.96	4.21	4.01	4.33	4.00	4.11	3.64	4.50	3.95	4.03	3.81	4.12	4.86	3.86
Overall experience	3.97	99 *	4.00	3.94	4.06	3.98	3.67	4.23	3.85	3.64	4.00	3.95	3.97	3.70	4.08	5.00	3.69
Tee-time Availability	3.90	98 *	4.11	3.89	3.97	3.90	4.00	4.04	3.79	4.00	4.00	3.60	3.99	3.89	3.94	4.77	3.77
Condition of Greens	3.88	102 *	3.89	3.83	4.00	3.88	4.00	4.00	3.83	3.43	4.00	3.75	3.92	3.78	3.93	4.81	3.64
Overall Course Conditions (tees, fairways)	3.77	99 *	3.67	3.75	3.86	3.77	3.67	3.78	3.83	3.36	4.00	3.80	3.75	3.56	3.85	4.63	3.61
Amenities (clubhouse, pro shop, locker room)	3.56	102 *	4.00	3.48	3.59	3.57	3.33	3.80	3.55	2.86	4.50	3.35	3.59	3.42	3.62	4.69	3.32
Food and Beverage Service	3.55	101 *	3.67	3.62	3.42	3.57	3.00	3.50	3.59	3.36	4.00	3.45	3.56	3.44	3.59	4.43	3.31
On-course Services (restrooms, drinking water)	3.51	106 *	3.44	3.56	3.47	3.54	2.67	3.65	3.65	3.29	4.00	3.25	3.56	3.44	3.56	4.53	3.34
Scenery and Aesthetics of Course	3.47	88 *	3.44	3.44	3.54	3.47	3.67	3.41	3.53	3.21	4.00	3.50	3.44	3.63	3.42	4.06	3.36
Pace of Play	3.28	95 *	2.86	3.15	3.57	3.28	3.33	3.44	3.15	3.14	4.00	3.25	3.28	3.08	3.34	4.20	3.05

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (9 courses, 1188 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Custom Survey Questions Report

**What is your preferred method of obtaining tee time reservations?** In person (36 responses)

- Telephone (42 responses)
- Internet (11 responses)

**Would having the ability to obtain weekday tee time reservations at Sharpstown be:**

- Very helpful (28 responses)
- Somewhat helpful (16 responses)
- Doesn't matter (42 responses)
- Not very helpful (4 responses)
- Not at all helpful (4 responses)

**Would you continue to play Sharpstown Golf Course if there was a non-resident green fee increase?**

- Yes (62 responses)
- No (24 responses)

**Would you continue to play Sharpstown Golf Course if there was a \$2 across-the-board green fee increase?**

- Yes (67 responses)
- No (18 responses)

**Would you continue to play Sharpstown Golf Course if there was a 10% green fee increase?** (Single select, Active )

- Yes (59 responses)
- No (25 responses)

**In your opinion, what can we do to improve your overall golfing experience at Sharpstown?**

"not much at all."

"to maintain green and fairway conditions well"

"improve fairway condition"

"Increase tee off time intervals. They are too close together."

"Everything is getting better, pace of play still sometimes slow."

"Drink cart earlier"

"In my opinion, there are many more private courses that are better priced than Sharpstown. You should offer more weekday specials/discounts ."

"stop the fivesomes, make over 65's play in twos and use carts!!!"

"add some terrain change-- too flat"

"green fee"

"Improve the speed of the greens"

"Improve the condition of the greens."

"new pro shop staff"

"tee time availability throughout the week"

"Ensure a steady pace of play. Have seen tees backed up 3 groups."

"better care of sandtraps, prohibit fivesomes"

"Make sure the price stay affordable"

"MOve along slow players and gamblers"

"pace of play"

"Fix the greens and improve the drainage"

"Build a better driving range."

"speed of play, tee times"

"make the greens more difficult by adding slopes."

"HAVE MORE SPECIALS"

"The lights along the paths and near the clubhouse should be repaired and someone should be responsible for periodically programming the timer so that they are on during the early morning hours and stay on until sunup. During the winter months they should come on in the early evening to assist those who squeeze every minute out of "twilight.""

"(Faster Green) 15 minutes between tee times during busy hours"

"Improve drainage"

"Amenities/pace of play"

"Communicate with your golfers"

"Make it longer; need port-a-john on 5th hole"

"Verry happy as it is!"

"Clean restrooms on course - porta potter is awful!"

"Restroom"

"More bunkers"

"Improve clubhouse"

"Speed up pace of play"

"If possible, add more challenges like bunkers, water hazards, etc."

"Keep it dry :)"

"Cleaner restrooms, cheaper food, drinks, women's golf group"

"Pay me"

"Keep the greens in good shape"

"Hills and fairway traps"

"Monitoring slow play, beverages (cart)"

"Better drainage"

"Offer annual membership"

"Change hole #10"

"Be ..... on call in tee times on Tuesday"

"Eliminate 5-somes"

"Move the pace little faster"

"Improve quality of marshalls; monitor slow play"

"Better marshalling"

"Nothing"

"Improve concessions"

"Nothing"

"Forbid walker on course"

"Drainage"

"Serve ice on course"

"Supply beverage cart"

"Cut down trees at 1, 5, 9, 17; remove location of new fairway rough"

"Have golf specials"

"Continue the current imp. program"

"Keep doing what you're doing"

"Drainage"

"Stop the walkers"

Sharpstown Park Golf Course Customer Survey

Your opinion is important to us!

Our goal is to provide you with an unmatched golf experience providing a top quality product and the best customer service. Please assist us by completing our customer satisfaction survey. For us to improve our product and service, it is important that the survey is answered honestly. To show our appreciation, you will receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

1.

a. First, tell us the total number of rounds you played in the past 12 months.

\_\_\_\_\_ rounds

b. Then, tell us how many of these rounds you’ve played at Sharpstown Park Golf Course in the past 12 months

\_\_\_\_\_ rounds

c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you’ve played at each in the past 12 months.

1. \_\_\_\_\_

\_\_\_\_\_ rounds

2. \_\_\_\_\_

\_\_\_\_\_ rounds

3. \_\_\_\_\_

\_\_\_\_\_ rounds

4. \_\_\_\_\_

\_\_\_\_\_ rounds

2.

Which of the following best describes you in relation to Sharpstown Park Golf Course?

☐ Annual member

☐ Business/corporate outing golfer

☐ League player

☐ Discount card holder

☐ Seasonal member

☐ Area resident with no affiliation to course

☐ Vacationer

☐ Other, specify \_\_\_\_\_
3.

For the first three columns, circle a number from 1 to 5 indicating your **level of satisfaction** in each factor shown below. Then, in the far right-hand column, check three factors that are **most important** to you when playing golf.
- | 1= <b>VERY DISSATISFIED</b> 2=Somewhat Dissatisfied 3=Neither Satisfied nor Dissatisfied 4=Somewhat Satisfied 5= <b>VERY SATISFIED</b> |                             |   |   |   |   |                                   |   |   |   |   |                                   |   |   |   |   |  | Check three most important factors |
|--|-----------------------------|---|---|---|---|-----------------------------------|---|---|---|---|-----------------------------------|---|---|---|---|--|------------------------------------|
| FACTORS  | Sharpstown Park Golf Course |   |   |   |   | (write in course from “c1” above) |   |   |   |   | (write in course from “c2” above) |   |   |   |   |  |                                    |
| Overall value of course  | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Convenience of course location   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Tee-time availability  | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Overall course conditions (tees, fairways)   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Condition of greens  | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Scenery and aesthetics of course   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Pace of play   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Condition of golf cars   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Amenities (clubhouse, pro shop, locker room)   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Friendliness/service of staff  | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Food and beverage service  | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| On-course services (restrooms, drinking water)   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
| Overall experience   | 1                           | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 | 1                                 | 2 | 3 | 4 | 5 |  | <input type="checkbox"/>           |
4.

Why do you normally choose to play at Sharpstown Park Golf Course? *(check all that apply)*

☐ Proximity to residence

☐ Tee-time availability

☐ Variety

☐ Special discount

☐ Affordability

☐ Friends play here

☐ Reputation of course

☐ Other, Specify \_\_\_\_\_

☐ Quality of service

5.

Gender:

☐ Male

☐ Female

6.

Age: \_\_\_\_\_

7.

What is your annual household income?

☐ Under \$25k

☐ \$100k - \$149,999

☐ \$25k - \$49,999

☐ \$150k - \$199,999

☐ \$50k - \$74,999

☐ \$200k - \$249,999

☐ \$75k - \$99,999

☐ \$250k +

8.

Will you return to this course in the future?

☐ Yes

☐ No

9.

Zip code of primary residence: \_\_\_\_\_

10.

Distance of course from your residence: \_\_\_\_\_ miles

\_\_\_\_\_ minutes

11.

Approximately how many years have you been playing golf at Sharpstown Park Golf Course?

☐ Less than 2 years

☐ 8 to 10 years

☐ 2 to 4 years

☐ More than 10 years

☐ 5 to 7 years

12.

Would you recommend this course to others?

☐ Yes

☐ No

13.

List your two favorite radio stations ***in this area:***

\_\_\_\_\_ FM

\_\_\_\_\_ AM

14.

What sections of the newspaper do you read most often? *(check all that apply)*

☐ Sports

☐ Obituaries

☐ Entertainment

☐ National News

☐ Travel

☐ Comics

☐ Local News

☐ Weather

☐ Coupons

☐ Classifieds

☐ Weekend

☐ Advice (Dear Abby)

☐ Business

15.

What 3 TV stations/networks do you most often watch?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

16.

What is your average score for 18 holes? \_\_\_\_\_

17.

What days do you usually play golf?

☐ Weekdays (Monday – Friday)

☐ My rounds are split evenly

☐ Weekends (Saturday and Sunday)

18.

What is your preferred method of obtaining tee time reservations?

☐ In person

☐ Telephone

☐ Internet

19.

Would having the ability to obtain weekday tee time reservations at Sharpstown be:

☐ Very helpful

☐ Somewhat helpful

☐ Doesn’t matter

☐ Not very helpful

☐ Not at all helpful

20.

Would you continue to play Sharpstown Park Golf Course if there was a:

Non-resident green fee increase

☐ Yes

☐ No

\$2 across-the-board green fee increase

☐ Yes

☐ No

10% green fee increase

☐ Yes

☐ No

21.

In your opinion, what can we do to improve your overall golfing experience at Sharpstown Park Golf Course?

\_\_\_\_\_
- What could we do to enhance your loyalty and increase your play frequency at Sharpstown Park Golf Course? *(Additional comments on reverse side, please.)*
- Name \_\_\_\_\_

Email \_\_\_\_\_

(Please print)

Address/City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_
- RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION –

Receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

Expires on March 31, 2005

Name \_\_\_\_\_

Date Issued \_\_\_\_\_

Date Redeemed \_\_\_\_\_

Pro Shop \_\_\_\_\_

## GLENBROOK PARK GOLF COURSE

From February through March 2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on **31** total responses.

#### 5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Condition of Greens
- Pace of Play
- Overall Course Conditions (tees, fairways)
- Friendliness/Service of Staff

**NGF Loyalty Index:** 15%; benchmark 24%

**The Competition:** Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- Memorial Park Golf Course
- Gus Wortham Park Golf Course
- Sharpstown Park Golf Course
- Brock Park Golf Course
- Alvin Golf & Country Club

**Satisfaction Ratings vs. the Competition:** When compared to the local competition, your facility has a **higher satisfaction rating** for the following factors:

- None

When compared to the local competition, your facility has a **lower satisfaction rating** for the following factors:

- Condition of Greens
- Overall Course Conditions (tees, fairways)
- Convenience of Course Location
- Condition of Golf Cars

**Share of Wallet:** You have an average of 44% of your customers' overall business.

**Frequent Customers:** Characteristics of frequent customers at Glenbrook Park Golf Course:

- Age 30 - 49
- Male
- Income from \$50,000 - 99,999
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

**Satisfaction at your Facility:** Glenbrook Park Golf Course was **well above** the benchmark for the following factors (index of 110 or more):

- None

Glenbrook Park Golf Course was **well below** the benchmark for the following factors (index of 90 or less):

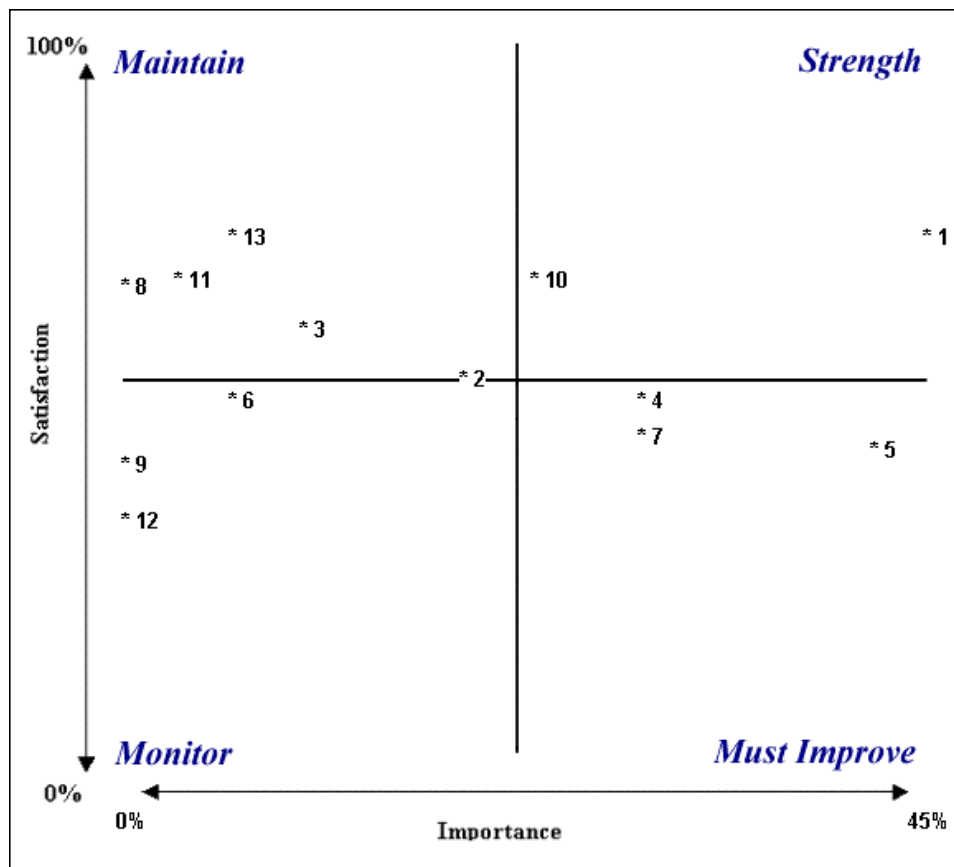
- Friendliness/Service of Staff
- Overall experience
- Convenience of Course Location
- Overall Course Conditions (tees, fairways)
- Scenery and Aesthetics of Course
- Condition of Greens
- On-course Services (restrooms, drinking water)



## NGF Customer Fulfillment Grid

This report is based on **31** total responses.

	Satisfaction	Importance
1. Overall Value of Course	73%	45%
2. Convenience of Course Location	53%	19%
3. Tee-time Availability	60%	10%
4. Overall Course Conditions (tees, fairways)	50%	29%
5. Condition of Greens	43%	42%
6. Scenery and Aesthetics of Course	50%	6%
7. Pace of Play	45%	29%
8. Condition of Golf Cars	66%	-
9. Amenities (clubhouse, pro shop, locker room)	41%	-
10. Friendliness/Service of Staff	67%	23%
11. Food and Beverage Service	67%	3%
12. On-course Services (restrooms, drinking water)	33%	-
13. Overall experience	73%	6%



## NGF Loyalty Index

Shown below is the loyalty breakdown at your facility, based on 26 qualifying responses. 15% of your golfers are loyal to your course.

<b>Glenbrook Park Golf Course</b>		<b>Benchmark <sup>(1)</sup></b>
<a href="#">Loyal golfers at your facility:</a>	<b>15%</b>	<b>24%</b>
<a href="#">Somewhat vulnerable golfers at your facility:</a>	54%	<b>51%</b>
<a href="#">Highly vulnerable golfers at your facility:</a>	<b>15%</b>	<b>23%</b>
<a href="#">Golfers not loyal to your facility:</a>	<b>15%</b>	<b>1%</b>

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (9 courses, 1172 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.

## Competitive Analysis

Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on **28** total responses.

Course	Market Share <sup>(1)</sup>
Glenbrook Park Golf Course	44%
Memorial Park Golf Course	10%
Gus Wortham Park Golf Course	7%
Sharpstown Park Golf Course	5%
Brock Park Golf Course	3%
Alvin Golf & Country Club	2%
Hermann Park Golf Course	2%
Cypresswood Golf Club	2%
Clear Creek Golf Course	2%
Bay Forest Golf Course	1%
Texaco Country Club	1%
Pasadena Municipal Golf Course	1%
Bear Creek Golf World	1%
Kingwood Cove Golf Club	1%
Beacon Lakes Golf Club	1%

<sup>(1)</sup> Based on total volume of rounds played.

## Satisfaction Ratings vs. Competition

This report is based on **31** total responses.

<b>Business Drivers</b> in order of importance to your customers	<b>Glenbrook Park Golf Course <sup>(1)</sup></b>	<b>Memorial Park Golf Course <sup>(1)</sup></b>	<b>Gus Wortham Park Golf Course <sup>(1)</sup></b>	<b>Sharpstown Park Golf Course <sup>(1)</sup></b>	<b>National Average <sup>(2)</sup></b>
Overall Value of Course	73%	67%	62%	75%	78%
Condition of Greens	43%	67%	62%	100%	67%
Pace of Play	45%	100%	87%	25%	52%
Overall Course Conditions (tees, fairways)	50%	100%	62%	100%	69%
Friendliness/Service of Staff	67%	67%	87%	75%	82%
Convenience of Course Location	53%	100%	87%	75%	84%
Tee-time Availability	60%	50%	100%	50%	72%
Scenery and Aesthetics of Course	50%	100%	75%	50%	71%
Overall experience	73%	67%	62%	50%	80%
Food and Beverage Service	67%	83%	75%	50%	53%
On-course Services (restrooms, drinking water)	33%	83%	50%	25%	44%
Condition of Golf Cars	66%	100%	75%	100%	63%
Amenities (clubhouse, pro shop, locker room)	41%	100%	62%	25%	50%

<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied.

<sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).

## Share of Wallet

Percentage of your customers' overall rounds played at your facility. This report is based on **31** total responses.

Customer Segments	Average Rounds Played at Glenbrook Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
<b>Overall</b>	<b>23</b>	<b>52</b>	<b>44%</b>
<b>Age</b>			
Under 30	5	12	42%
30 - 49	13	46	28%
50+	41	69	59%
<b>Gender</b>			
Male	24	55	44%
Female	17	35	49%
<b>Income</b>			
Less Than \$50,000	17	50	34%
\$50,000 - 99,999	4	31	13%
\$100,000 or more	40	68	59%
<b>Rounds Played</b>			
Less than 8	1	3	33%
8 - 24	3	15	20%
25+	30	66	45%
<b>Average Score</b>			
Under 80	55	125	44%
80 - 99	21	50	42%
100 or more	15	31	48%

## Voice of Your Customer

**Wednesday, April 13, 2005**

"hire friendlier people - these ones are rude. have specials"

**Wednesday, April 13, 2005**

"more maintenance on the course"

**Wednesday, April 13, 2005**

"Take care of the course. "

**Wednesday, April 13, 2005**

"Install at least one accurate yardage marker on every tee box, especially on par 3s. The par3 13th should have several tee box yardage markers as there are several tee boxes. Yardage markers in the fairways are way off. Some holes have more than one marker for the same yardage. There are very few accurate yardage markers on the course."

**Wednesday, April 13, 2005**

"management needs to treat the staff better."

**Wednesday, April 13, 2005**

"need a security guard"

**Wednesday, April 13, 2005**

"security - stolen clubs as we came in for drinks."

**Wednesday, April 13, 2005**

"Overall very satisfactory experience. Management and staff have been good."

**Wednesday, April 13, 2005**

"shorten #9 hole"

**Wednesday, April 13, 2005**

"Privatization works well for Blenbrook. I played here many years before privatiation. It is much better now than when I was run by the city."

**Wednesday, April 13, 2005**

"I have only been in the city of Houston for 1 1/2 yrs. I have played several courses and found that the privately run courses are friendlier and seem to run better with more customer satisfaction."

**Wednesday, April 13, 2005**

"GPS"

**Wednesday, April 13, 2005**

"nice golf course"

**Wednesday, April 13, 2005**

"nothing - enjoy the experience."

**Wednesday, April 13, 2005**

"Allow golf carts in parking lot for senior citizens and the handicapped."

**Wednesday, April 13, 2005**

"Put more money back into the overall conditioning of the golf course. I hardly see any maintenance workers on the course."

**Tuesday, April 12, 2005**

"Improve the course conditions, also need security guard in the parking lot."

**Wednesday, March 30, 2005**

"stop scheduling tournaments on the weekend on the back nine with shotgun starts."

**Wednesday, March 30, 2005**

"Better course management - fairways and greens. Recent improvements have been good."

**Monday, March 28, 2005**

"Get more CARTS! Get a Marshall that controls the pace of play and the amount of players in a group. Terminate the man providing security/marshalling for incompetence. Provide staff that can handle the increased amount of players on weekends and holidays and replace the current staff with a competent person. Train the beverage cart about the rules and inform her not to drive in the fairways whenever some one teeing off."

**Monday, March 28, 2005**

"improve greens and better yardage markers"

**Wednesday, March 16, 2005**

"keep pace of play up."

**Thursday, March 03, 2005**

"build better elevated tee boxes across the bayou"

Tuesday, March 01, 2005

"Speed up play"

Saturday, February 26, 2005

"Nice facility!"

## Importance Ratings

This report is based on 31 total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Benchmark <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	45%	46%	100%	47%	42%	46%	50%	86%	40%	57%	0%	67%	43%	50%	48%	50%	45%
Condition of Greens	42%	21%	0%	41%	50%	43%	50%	71%	50%	43%	0%	0%	57%	50%	39%	25%	50%
Pace of Play	29%	29%	0%	29%	33%	32%	0%	14%	30%	57%	0%	33%	30%	33%	26%	25%	27%
Overall Course Conditions (tees, fairways)	29%	46%	100%	47%	0%	32%	0%	29%	60%	14%	0%	33%	30%	67%	22%	50%	32%
Friendliness/Service of Staff	23%	11%	0%	12%	42%	25%	0%	29%	20%	29%	0%	33%	22%	17%	26%	50%	9%
Convenience of Course Location	19%	29%	100%	12%	25%	18%	50%	29%	10%	29%	0%	17%	22%	33%	13%	0%	23%
Tee-time Availability	10%	34%	0%	6%	17%	11%	0%	14%	20%	0%	0%	17%	9%	0%	13%	25%	9%
Overall experience	6%	11%	0%	12%	0%	7%	0%	0%	0%	29%	0%	0%	9%	0%	9%	0%	9%
Scenery and Aesthetics of Course	6%	11%	0%	6%	8%	7%	0%	14%	10%	0%	0%	0%	9%	0%	9%	0%	9%
Food and Beverage Service	3%	2%	0%	0%	8%	4%	0%	14%	0%	0%	0%	0%	4%	0%	4%	0%	5%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.



## Media Habits

This report is based on 31 total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Most Popular Radio Stations</b>																
KILT (610 AM)	19%	0%	29%	8%	21%	0%	0%	50%	14%	0%	17%	22%	17%	22%	25%	23%
KTBS-FM (94.5 FM)	10%	0%	18%	0%	11%	0%	0%	10%	14%	0%	33%	4%	0%	13%	0%	14%
KKRW (93.7 FM)	10%	0%	6%	17%	7%	50%	0%	10%	14%	0%	0%	13%	0%	13%	25%	9%
KPRC (950 AM)	6%	0%	6%	8%	7%	0%	0%	0%	29%	0%	0%	9%	0%	9%	0%	9%
KIKK-FM (95.7 FM)	6%	0%	12%	0%	7%	0%	0%	20%	0%	0%	17%	4%	0%	9%	25%	5%
KTRH (740 AM)	6%	0%	0%	17%	7%	0%	29%	0%	0%	0%	0%	9%	0%	9%	0%	9%
KTHT (97.1 FM)	6%	0%	6%	8%	7%	0%	14%	10%	0%	0%	0%	9%	0%	9%	0%	9%
KVCQ (97.7 FM)	6%	0%	6%	8%	7%	0%	0%	10%	14%	50%	0%	4%	0%	4%	0%	9%
KPFT (90.1 FM)	6%	0%	6%	8%	7%	0%	14%	10%	0%	0%	0%	9%	17%	4%	0%	9%
None (0 AM)	6%	0%	12%	0%	7%	0%	0%	10%	14%	0%	0%	9%	17%	4%	25%	5%
None (0.0 FM)	3%	0%	6%	0%	4%	0%	0%	10%	0%	0%	0%	4%	17%	0%	25%	0%
KLTO (104.9 FM)	3%	0%	0%	8%	4%	0%	14%	0%	0%	0%	0%	4%	0%	4%	0%	5%
KOVA (104.9 FM)	3%	0%	0%	8%	4%	0%	0%	0%	14%	0%	0%	4%	0%	4%	0%	0%
KLDE (107.5 FM)	3%	0%	0%	8%	4%	0%	0%	0%	14%	0%	0%	4%	0%	4%	0%	5%
KLOL (101.1 FM)	3%	0%	6%	0%	0%	50%	14%	0%	0%	0%	0%	4%	0%	4%	0%	5%
<b>Most Popular Television Stations</b>																
ESPN	39%	n/a	47%	33%	43%	n/a	43%	50%	29%	50%	17%	43%	33%	39%	25%	45%
ABC	29%	n/a	29%	33%	29%	50%	29%	40%	14%	n/a	33%	30%	17%	35%	50%	32%
CBS	26%	n/a	24%	33%	25%	50%	14%	40%	14%	50%	50%	17%	n/a	35%	50%	27%
The Golf Channel	23%	n/a	29%	17%	25%	n/a	14%	30%	43%	n/a	n/a	30%	17%	26%	0%	32%
NBC	19%	n/a	18%	25%	18%	50%	n/a	30%	29%	n/a	33%	17%	n/a	22%	50%	18%
Fox	16%	n/a	18%	17%	18%	n/a	14%	20%	14%	50%	33%	9%	n/a	22%	0%	23%
CNN	13%	n/a	12%	17%	14%	n/a	29%	10%	14%	n/a	n/a	17%	17%	9%	0%	18%
Fox News	6%	n/a	12%	n/a	7%	n/a	n/a	20%	n/a	n/a	n/a	9%	17%	4%	0%	9%
HBO	6%	n/a	12%	n/a	7%	n/a	n/a	10%	14%	n/a	n/a	9%	17%	4%	0%	9%
HGTV	3%	n/a	6%	n/a	4%	n/a	n/a	10%	n/a	n/a	17%	n/a	n/a	4%	0%	5%
Sci-Fi	3%	n/a	6%	n/a	4%	n/a	n/a	10%	n/a	n/a	17%	n/a	n/a	4%	0%	5%
ESPN2	3%	n/a	6%	n/a	4%	n/a	n/a	n/a	n/a	n/a	n/a	4%	17%	n/a	25%	0%

<b>TNT</b>	3%	n/a	6%	n/a	4%	n/a	14%	n/a	n/a	n/a	n/a	4%	n/a	4%	0%	5%
<b>WB</b>	3%	n/a	n/a	8%	4%	n/a	14%	n/a	n/a	n/a	n/a	4%	n/a	4%	0%	5%
<b>None</b>	3%	n/a	6%	n/a	4%	n/a	n/a	n/a	14%	n/a	n/a	4%	n/a	4%	0%	5%
<b>Fox Sports</b>	3%	n/a	n/a	8%	4%	n/a	n/a	n/a	n/a	n/a	n/a	4%	n/a	4%	0%	0%
<b>Most Popular Newspaper Topics</b>																
<b>Sports</b>	68%	n/a	71%	75%	75%	n/a	57%	80%	86%	n/a	67%	74%	50%	74%	75%	68%
<b>Local News</b>	52%	n/a	59%	50%	50%	100%	57%	70%	29%	n/a	50%	57%	33%	61%	75%	55%
<b>National News</b>	45%	n/a	41%	58%	46%	50%	43%	50%	43%	n/a	17%	57%	50%	43%	50%	50%
<b>Business</b>	39%	n/a	41%	42%	39%	50%	29%	50%	57%	n/a	17%	48%	33%	39%	25%	45%
<b>Weather</b>	19%	n/a	12%	33%	21%	n/a	43%	10%	n/a	n/a	17%	22%	50%	13%	25%	14%
<b>Travel</b>	13%	n/a	18%	8%	14%	n/a	14%	n/a	43%	n/a	n/a	17%	n/a	17%	0%	18%
<b>Weekend</b>	10%	n/a	6%	17%	11%	n/a	29%	10%	n/a	n/a	n/a	13%	17%	9%	0%	14%
<b>Entertainment</b>	6%	n/a	6%	8%	7%	n/a	n/a	10%	n/a	n/a	n/a	9%	17%	4%	0%	5%
<b>Comics</b>	6%	n/a	6%	8%	7%	n/a	n/a	n/a	29%	n/a	n/a	9%	n/a	9%	0%	5%
<b>Classifieds</b>	6%	n/a	12%	n/a	7%	n/a	n/a	10%	14%	n/a	17%	4%	n/a	9%	25%	5%
<b>Obituaries</b>	3%	n/a	n/a	8%	4%	n/a	14%	n/a	n/a	n/a	n/a	4%	n/a	4%	0%	5%
<b>Coupons</b>	3%	n/a	n/a	8%	4%	n/a	14%	n/a	n/a	n/a	n/a	4%	n/a	4%	0%	5%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Customer Origin

Note: Percentages are cumulative.

Distance In Miles (based on 30 responses)	
5 Miles	3%
10 Miles	27%
15 Miles	63%
30 Miles	93%
Distance In Minutes (based on 24 responses)	
10 Minutes	13%
20 Minutes	46%
30 Minutes	71%

## Customer Profile

Characteristics of surveyed golfers. This report is based on **31** total responses

Customer Segments	Survey Respondents
<b>Age</b>	
Under 30	3%
30 - 49	57%
50+	40%
<b>Gender</b>	
Male	93%
Female	7%
<b>Income</b>	
Less Than \$50,000	29%
\$50,000 - 99,999	42%
\$100,000 or more	29%
<b>Rounds Played at This Course</b>	
Less than 8	52%
8 - 24	10%
25+	39%
<b>Total Number of Rounds Played</b>	
Less than 8	6%
8 - 24	19%
25+	74%
<b>Average Score</b>	
Under 80	14%
80 - 99	62%
100 or more	24%

## Selection Criteria

This report is based on **31** total responses.

		Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
Reasons	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Affordability</b>	68%	100%	65%	75%	75%	n/a	71%	70%	57%	50%	67%	70%	100%	61%	75%	68%
<b>Friends play here</b>	39%	n/a	41%	42%	39%	50%	29%	40%	14%	50%	33%	39%	33%	43%	50%	41%
<b>Proximity to residence</b>	29%	100%	18%	42%	25%	100%	43%	20%	29%	50%	33%	26%	17%	35%	25%	27%
<b>Tee-time availability</b>	19%	n/a	12%	33%	18%	50%	14%	20%	14%	n/a	17%	22%	n/a	26%	50%	14%
<b>Variety</b>	16%	n/a	18%	17%	18%	n/a	14%	20%	29%	50%	n/a	17%	17%	17%	0%	23%
<b>Quality of service</b>	10%	n/a	n/a	25%	11%	n/a	14%	10%	n/a	n/a	n/a	13%	n/a	13%	25%	5%
<b>Other</b>	10%	n/a	12%	8%	11%	n/a	n/a	10%	29%	n/a	n/a	13%	n/a	13%	0%	9%
<b>Reputation of course</b>	6%	n/a	6%	8%	7%	n/a	n/a	20%	n/a	n/a	n/a	9%	17%	4%	50%	0%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings by Customer Group

This report is based on **30** total responses.

			Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
Business Drivers	Overall	Index <sup>(1)</sup>	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	3.80	93 *	5.00	3.65	3.92	3.86	3.00	3.43	3.80	3.57	5.00	3.83	3.74	4.17	3.70	5.00	3.59
Tee-time Availability	3.63	91 *	3.00	3.71	3.58	3.68	3.00	3.14	4.10	3.00	4.00	4.00	3.52	3.83	3.57	4.75	3.50
Friendliness/Service of Staff	3.63	86 *	4.00	3.71	3.50	3.68	3.00	3.29	3.80	3.14	4.00	4.00	3.52	3.67	3.65	4.75	3.50
Food and Beverage Service	3.63	103 *	4.00	3.47	3.83	3.68	3.00	3.14	3.70	3.43	4.00	3.67	3.61	3.50	3.70	4.50	3.45
Overall experience	3.60	90 *	4.00	3.59	3.58	3.64	3.00	3.00	3.80	3.43	4.00	3.50	3.61	3.83	3.57	5.00	3.41
Condition of Golf Cars	3.52	93 *	4.00	3.38	3.67	3.59	2.50	3.00	3.50	3.67	4.00	3.17	3.59	3.50	3.55	4.25	3.43
Convenience of Course Location	3.50	80 *	3.00	3.29	3.83	3.50	3.50	3.57	3.30	3.00	4.00	3.67	3.43	3.17	3.61	3.25	3.45
Overall Course Conditions (tees, fairways)	3.30	87 *	4.00	3.29	3.25	3.36	2.50	3.00	3.40	2.86	3.00	3.17	3.35	3.83	3.17	4.50	3.18
Scenery and Aesthetics of Course	3.30	84 *	3.00	3.35	3.25	3.36	2.50	2.71	3.40	2.86	4.00	3.33	3.26	3.67	3.22	4.50	3.14
Condition of Greens	3.23	85 *	3.00	3.24	3.25	3.29	2.50	2.71	3.40	3.14	3.00	2.83	3.35	3.67	3.13	4.75	3.05
Pace of Play	3.21	92 *	4.00	3.06	3.33	3.30	2.00	3.14	3.00	3.33	3.00	3.00	3.27	3.17	3.18	3.50	3.19
Amenities (clubhouse, pro shop, locker room)	3.21	92 *	3.00	3.06	3.42	3.22	3.00	2.86	3.10	3.17	4.00	3.00	3.23	3.17	3.23	3.75	3.10
On-course Services (restrooms, drinking water)	2.87	86 *	3.00	2.82	2.92	2.86	3.00	2.57	3.00	2.29	4.00	3.17	2.74	2.83	2.87	4.00	2.77

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (9 courses, 1172 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

### Satisfaction Ratings Distribution

This report is based on **30** total responses.

Business Drivers	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
Overall Value of Course	1	4	3	14	8
Tee-time Availability	1	5	6	10	8
Friendliness/Service of Staff	3	3	4	12	8
Food and Beverage Service	2	3	5	14	6
Overall experience	2	4	2	18	4
Convenience of Course Location	1	3	10	12	4
Condition of Golf Cars	3	0	7	17	2
Scenery and Aesthetics of Course	3	5	7	10	5
Overall Course Conditions (tees, fairways)	3	2	10	13	2
Condition of Greens	3	3	11	10	3
Pace of Play	2	4	10	12	1
Amenities (clubhouse, pro shop, locker room)	1	4	12	12	0
On-course Services (restrooms, drinking water)	5	5	10	9	1

## Custom Survey Questions Report

**Would you continue to play Glenbrook Park Golf Course if there was a non-resident green fee increase?**

- Yes (14 responses)
- No (16 responses)

**Would you continue to play Glenbrook Park Golf Course if there was a \$2 across-the-board green fee increase?**

- Yes (14 responses)
- No (17 responses)

**Would you continue to play Glenbrook Park Golf Course if there was a 10% green fee increase?**

- Yes (12 responses)
- No (19 responses)



# Glenbrook Park Golf Course Customer Survey

Your opinion is important to us!

Our goal is to provide you with an unmatched golf experience providing a top quality product and the best customer service. Please assist us by completing our customer satisfaction survey. For us to improve our product and service, it is important that the survey is answered honestly.

To show our appreciation, you will be entered into a weekly drawing for two free rounds of golf with a cart.

**Expires on March 31, 2005**

1. a. First, tell us the total number of rounds you played in the past 12 months. \_\_\_\_\_ rounds
- b. Then, tell us how many of these rounds you’ve played at Glenbrook Park Golf Course in the past 12 months \_\_\_\_\_ rounds
- c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you’ve played at each in the past 12 months.
1. \_\_\_\_\_ rounds
2. \_\_\_\_\_ rounds
3. \_\_\_\_\_ rounds
4. \_\_\_\_\_ rounds
2. Which of the following best describes you in relation to Glenbrook Park Golf Course?
- ☐ Annual member

☐ Business/corporate outing golfer

☐ League player

☐ Discount card holder
- ☐ Seasonal member

☐ Area resident with no affiliation to course

☐ Vacationer

☐ Other, specify \_\_\_\_\_

3. For the first three columns, circle a number from 1 to 5 indicating your **level of satisfaction** in each factor shown below. Then, in the far right-hand column, check three factors that are **most important** to you when playing golf.

1= <b>VERY DISSATISFIED</b> 2=Somewhat Dissatisfied   3=Neither Satisfied nor Dissatisfied   4=Somewhat Satisfied   5= <b>VERY SATISFIED</b>																	Check three most important factors
FACTORS	Glenbrook Park Golf Course					(write in course from "c1" above)					(write in course from "c2" above)						
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5		
Overall value of course																<input type="checkbox"/>	
Convenience of course location																<input type="checkbox"/>	
Tee-time availability																<input type="checkbox"/>	
Overall course conditions (tees, fairways)																<input type="checkbox"/>	
Condition of greens																<input type="checkbox"/>	
Scenery and aesthetics of course																<input type="checkbox"/>	
Pace of play																<input type="checkbox"/>	
Condition of golf cars																<input type="checkbox"/>	
Amenities (clubhouse, pro shop, locker room)																<input type="checkbox"/>	
Friendliness/service of staff																<input type="checkbox"/>	
Food and beverage service																<input type="checkbox"/>	
On-course services (restrooms, drinking water)																<input type="checkbox"/>	
Overall experience																<input type="checkbox"/>	

4. Why do you normally choose to play at Glenbrook Park Golf Course?  
(check all that apply)
- ☐ Proximity to residence

☐ Tee-time availability
- ☐ Variety

☐ Special discount
- ☐ Affordability

☐ Friends play here
- ☐ Reputation of course

☐ Other, Specify \_\_\_\_\_
- ☐ Quality of service
5. Gender: ☐ Male ☐ Female
6. Age: \_\_\_\_\_
7. What is your annual household income?
- ☐ Under \$25k

☐ \$100k - \$149,999
- ☐ \$25k - \$49,999

☐ \$150k - \$199,999
- ☐ \$50k - \$74,999

☐ \$200k - \$249,999
- ☐ \$75k - \$99,999

☐ \$250k +
8. Will you return to this course in the future? ☐ Yes ☐ No
9. Zip code of primary residence: \_\_\_\_\_
10. Distance of course from your residence: \_\_\_\_\_ miles  
\_\_\_\_\_ minutes
- 11.Approximately how many years have you been playing golf at Glenbrook Park Golf Course?
- ☐ Less than 2 years

☐ 8 to 10 years
- ☐ 2 to 4 years

☐ More than 10 years
- ☐ 5 to 7 years
12. Would you recommend this course to others? ☐ Yes ☐ No
13. List your two favorite radio stations **in this area**: \_\_\_\_\_ FM  
\_\_\_\_\_ AM
14. What sections of the newspaper do you read most often?  
(check all that apply)
- ☐ Sports

☐ Obituaries

☐ Entertainment
- ☐ National News

☐ Travel

☐ Comics
- ☐ Local News

☐ Weather

☐ Coupons
- ☐ Classifieds

☐ Weekend

☐ Advice (Dear Abby)
- ☐ Business
15. What 3 TV stations/networks do you most often watch? (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_
16. What is your average score for 18 holes? \_\_\_\_\_
17. What days do you usually play golf?
- ☐ Weekdays (Monday – Friday)

☐ My rounds are split evenly
- ☐ Weekends (Saturday and Sunday)
18. Would you continue to play Glenbrook Park Golf Course if there was a:
- Non-resident green fee increase

☐ Yes

☐ No
- \$2 across-the-board green fee increase

☐ Yes

☐ No
- 10% green fee increase

☐ Yes

☐ No

**What could we do to enhance your loyalty and increase your play frequency at Glenbrook Park Golf Course?** (Additional comments on reverse side, please.)

Name \_\_\_\_\_ Email \_\_\_\_\_

(Please print)

Address/City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

– RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION –

You will be entered into a weekly drawing for two free rounds of golf with a cart.

Expires on March 31, 2005

Name \_\_\_\_\_ Date Issued \_\_\_\_\_ Date Redeemed \_\_\_\_\_ Pro Shop \_\_\_\_\_

## HERMANN PARK GOLF COURSE

February – March 2005

### Executive Summary

The following are key findings with regard to your customer satisfaction study. This report is based on **21** total responses.

#### 5 Factors Most Important to Your Golfers:

- Overall Value of Course
- Overall Course Conditions (tees, fairways)
- Convenience of Course Location
- Pace of Play
- Condition of Greens

**NGF Loyalty Index:** 19%; benchmark: 26%

**The Competition:** Listed below are those facilities that your golfers indicated they play most often in the area. You may consider these facilities your closest competition:

- Bear Creek Golf World
- Memorial Park Golf Course
- San Jacinto College Golf Course
- Sugar Hill Golf Course
- Gus Wortham Park Golf Course

**Satisfaction Ratings vs. the Competition:** When compared to the local competition, your facility has a **higher satisfaction rating** for the following factors:

- Overall Value of Course

When compared to the local competition, your facility has a **lower satisfaction rating** for the following factors:

- On-course Services (restrooms, drinking water)
- Amenities (clubhouse, pro shop, locker room)

**Share of Wallet:** You have an average of 29% of your customers' overall business.

**Frequent Customers:** Characteristics of frequent customers at Hermann Park Golf Course:

- Age 30 - 49
- Male
- Income greater than \$100,000
- Average Number of Rounds Played Annually - 25+
- Average Score: 80 to 99

**Satisfaction at your Facility:** Hermann Park Golf Course was **well above** the benchmark for the following factors (index of 110 or more):

- Tee-time Availability

Hermann Park Golf Course was **well below** the benchmark for the following factors (index of 90 or less):

- Overall Value of Course

### NGF Customer Fulfillment Grid

This report is based on **21** total responses.

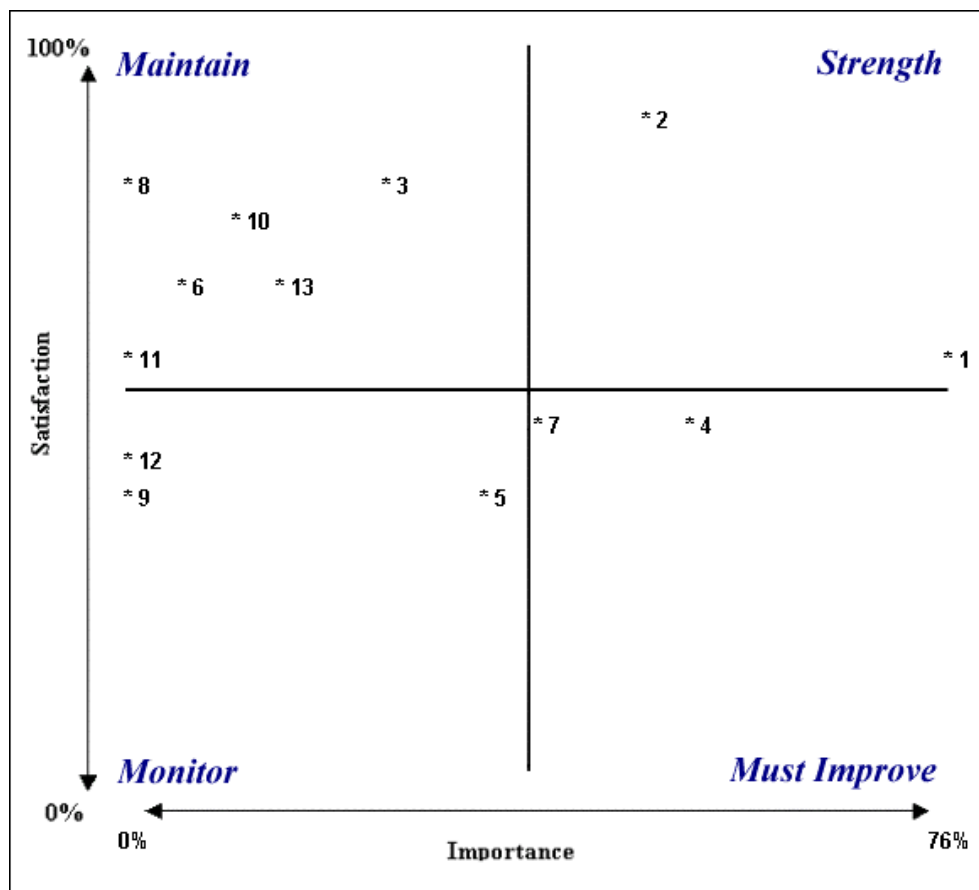
	Satisfaction	Importance
1. Overall Value of Course	57%	76%
2. Convenience of Course Location	90%	48%
3. Tee-time Availability	81%	24%
4. Overall Course Conditions (tees, fairways)	48%	52%
5. Condition of Greens	38%	33%
6. Scenery and Aesthetics of Course	67%	5%
7. Pace of Play	48%	38%
8. Condition of Golf Cars	81%	-
9. Amenities (clubhouse, pro shop, locker room)	38%	-
10. Friendliness/Service of Staff	76%	10%
11. Food and Beverage Service	57%	-
12. On-course Services (restrooms, drinking water)	43%	-
13. Overall experience	67%	14%

## NGF Loyalty Index

Shown below is the loyalty breakdown at your facility, based on 21 qualifying responses. 19% of your golfers are loyal to your course.

Hermann Park Golf Course		Benchmark <sup>(1)</sup>
<a href="#">Loyal golfers at your facility:</a>	19%	26%
<a href="#">Somewhat vulnerable golfers at your facility:</a>	48%	52%
<a href="#">Highly vulnerable golfers at your facility:</a>	33%	21%
<a href="#">Golfers not loyal to your facility:</a>	0%	1%

<sup>(1)</sup> Percentage of golfer loyalty at national courses, price level (11 courses, 3048 responses) for the same date range and player type. If the benchmark is displayed as "n/a", there were not enough responses to create a benchmark for your chosen comparative set. Try to increase the scope of your benchmark selection.



## Competitive Analysis

Your share of your customers' business vs. the competition, for only those that live within 30 miles of your facility. This report is based on **19** total responses.

Course	Market Share <sup>(1)</sup>
Hermann Park Golf Course	29%
Bear Creek Golf World	8%
Memorial Park Golf Course	7%
San Jacinto College Golf Course	5%
Sugar Hill Golf Course	5%
Gus Wortham Park Golf Course	5%
Clear Creek Golf Course	4%
Sharpstown Park Golf Course	3%
Cypresswood Golf Club	3%
Wildcat Golf Club	3%
River Pointe Golf Club	2%
Glenbrook Park Golf Course	2%
Brock Park Golf Course	2%
Kingwood Cove Golf Club	1%
Melrose Golf Course	1%

<sup>(1)</sup> Based on total volume of rounds played.

## Satisfaction Ratings vs. Competition

This report is based on **21** total responses.

<b>Business Drivers</b> in order of importance to your customers	<b>Hermann Park Golf Course</b> <sup>(1)</sup>	<b>Bear Creek Golf World</b> <sup>(1)</sup>	<b>Memorial Park Golf Course</b> <sup>(1)</sup>	<b>Sugar Hill Golf Course</b> <sup>(1)</sup>	<b>National Average</b> <sup>(2)</sup>
Overall Value of Course	57%	50%	50%	0%	75%
Overall Course Conditions (tees, fairways)	48%	50%	75%	0%	70%
Convenience of Course Location	90%	50%	75%	100%	81%
Pace of Play	48%	75%	25%	100%	59%
Condition of Greens	38%	50%	75%	0%	64%
Tee-time Availability	81%	75%	0%	100%	60%
Overall experience	67%	50%	75%	100%	80%
Friendliness/Service of Staff	76%	50%	50%	100%	80%
Scenery and Aesthetics of Course	67%	25%	100%	0%	80%
Food and Beverage Service	57%	50%	100%	0%	63%
On-course Services (restrooms, drinking water)	43%	50%	50%	100%	56%
Condition of Golf Cars	81%	75%	75%	100%	78%
Amenities (clubhouse, pro shop, locker room)	38%	50%	75%	100%	62%

<sup>(1)</sup> Percentage of customers who are somewhat or very satisfied.

<sup>(2)</sup> Indicates percentage of golfers who are somewhat or very satisfied nationally at courses of same type, green fee and player type (any filter).

## Share of Wallet

Percentage of your customers' overall rounds played at your facility. This report is based on 21 total responses.

Customer Segments	Average Rounds Played at Hermann Park Golf Course	Average Annual Rounds	% Rounds Played at Your Facility
<b>Overall</b>	<b>11</b>	<b>42</b>	<b>26%</b>
<b>Age</b>			
Under 30	5	16	31%
30 - 49	12	46	26%
50+	19	68	28%
<b>Gender</b>			
Male	11	42	26%
Female	10	40	25%
<b>Income</b>			
Less Than \$50,000	4	35	11%
\$50,000 - 99,999	15	37	41%
\$100,000 or more	14	50	28%
<b>Rounds Played</b>			
Less than 8	1	5	20%
8 - 24	4	16	25%
25+	15	56	27%
<b>Average Score</b>			
Under 80	3	13	23%
80 - 99	14	52	27%
100 or more	5	17	29%



## Voice of Your Customer

**Thursday, April 21, 2005**

"Reduce green fees or provide more specials like buy one get one free green fees."

**Wednesday, April 13, 2005**

"It's too expensive as it is - \$46!! \$8 burger!!! Short course, nice fairways, bad greens, too many lakes in weird places."

**Wednesday, April 13, 2005**

"Lower the price to the same as Brock Park and I will play here all the time. Have the marshall speed up play. "

**Wednesday, April 13, 2005**

"Allow walking on weekend mornings without cart charge. This policy appears to be revenue enhancing and DQs the course from my list on weekend mornings. Hermann Park can be walked in 3 hrs by a reasonably proficient golfer who doesn't dally. Makes no sense to pay more to play Hermann than to play Memorial."

**Tuesday, April 05, 2005**

"Terminate that starter named Mark who claims he is an attorney."

**Monday, April 04, 2005**

"You're great and what I expect from a public course."

**Friday, April 01, 2005**

"keep the fairways & greens in better shape - make the course more difficult"

**Thursday, March 31, 2005**

"I work at Methodist and play after work. It would be great if the course offered some type of league to join."

**Monday, March 28, 2005**

"the staff are very cold and not very helpful. the cost of the course does not measure up to all the fine courses in houston which are much prettier and just about the same price. i can think of no other course in houston which price does not match the quality of the greens and fairways."

**Tuesday, March 22, 2005**

"schedule fairway maintanance during non peak hours"

**Friday, March 18, 2005**

"At present, green fees at Hermann are ok; however, I can play for less money at Clear Creek and the carts have GPS. Hermann desparately needs better course markers for distance. To increase loyalty, perhaps a frequent golfer card would entice me to play more if I feel like I'm going to get something back in return - 50% off or something like that."

**Friday, March 18, 2005**

"lower prices for college students/interns, incentive programs."

**Sunday, March 13, 2005**

"good motly payment"

**Wednesday, March 09, 2005**

"Keep prices affordable and get greens in better shape."

**Wednesday, March 09, 2005**

"If the greens and fairways were in better shape and the staff was more consistently friendly. I play Wildcat because the course is in better shape and the staff is friendlier. I'm willing to pay the extra money to have the nicer touches. Sometimes the staff at Hermann is very friendly, at times they have been outright rude."

**Wednesday, March 09, 2005**

"Speed up pace of play"

**Tuesday, March 08, 2005**

"Keep the course affordable and consistently marshal the rounds."

**Saturday, February 26, 2005**

"enforce pace of play more strictly; ban players who don't fix their ball marks"

## Importance Ratings

This report is based on **21** total responses.

Business Drivers	Overall	Benchmark <sup>(1)</sup>	Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
			Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Overall Value of Course	76%	54%	100%	77%	33%	75%	100%	100%	83%	56%	100%	100%	64%	100%	67%	75%	76%
Overall Course Conditions (tees, fairways)	52%	54%	20%	54%	100%	55%	0%	50%	67%	44%	0%	50%	57%	50%	53%	75%	47%
Convenience of Course Location	48%	32%	60%	54%	0%	50%	0%	50%	50%	44%	100%	33%	50%	50%	47%	50%	47%
Pace of Play	38%	34%	40%	23%	100%	40%	0%	33%	50%	33%	0%	33%	43%	17%	47%	50%	35%
Condition of Greens	33%	22%	0%	46%	33%	30%	100%	17%	33%	44%	0%	33%	36%	17%	40%	50%	29%
Tee-time Availability	24%	37%	20%	31%	0%	20%	100%	0%	17%	44%	0%	17%	29%	17%	27%	0%	29%
Overall experience	14%	13%	40%	8%	0%	15%	0%	33%	0%	11%	100%	17%	7%	33%	7%	0%	18%
Friendliness/Service of Staff	10%	9%	20%	8%	0%	10%	0%	17%	0%	11%	0%	17%	7%	17%	7%	0%	12%
Scenery and Aesthetics of Course	5%	14%	0%	0%	33%	5%	0%	0%	0%	11%	0%	0%	7%	0%	7%	0%	6%

<sup>(1)</sup> Benchmark compares your importance ratings to averages for national courses, price level (11 courses, 3048 responses) for the same date range and player type.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Media Habits

This report is based on **21** total responses.

		Age			Gender		Household Income			Rounds Played			Customers (1)		Loyalty	
Business Drivers	Overall	Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Most Popular Radio Stations																
KILT (610 AM)	33%	40%	31%	33%	30%	100%	17%	50%	33%	100%	17%	36%	33%	33%	50%	29%
KUHF (88.7 FM)	19%	20%	15%	33%	20%	0%	17%	33%	11%	0%	17%	21%	0%	27%	25%	18%
None (0 AM)	19%	40%	8%	33%	20%	0%	50%	0%	11%	0%	33%	14%	50%	7%	0%	24%
KTRH (740 AM)	14%	0%	15%	33%	15%	0%	0%	33%	11%	0%	33%	7%	0%	20%	25%	12%
KRBE-FM (104.1 FM)	10%	20%	8%	0%	10%	0%	17%	0%	11%	0%	17%	7%	17%	7%	0%	12%
KBME (790 AM)	10%	20%	8%	0%	10%	0%	0%	17%	11%	0%	17%	7%	17%	7%	0%	12%
KKBQ-FM (92.9 FM)	10%	0%	15%	0%	5%	100%	17%	0%	11%	0%	0%	14%	0%	13%	0%	12%
KTBZ-FM (94.5 FM)	10%	20%	8%	0%	10%	0%	17%	17%	0%	100%	17%	0%	17%	7%	25%	6%
KPRC (950 AM)	10%	0%	15%	0%	10%	0%	17%	0%	11%	0%	0%	14%	0%	13%	25%	6%
KHPT (106.9 FM)	10%	20%	8%	0%	10%	0%	17%	17%	0%	0%	17%	7%	33%	0%	0%	12%
KPFT (90.1 FM)	10%	0%	15%	0%	10%	0%	0%	0%	22%	0%	17%	7%	17%	7%	0%	12%
None (0.0 FM)	5%	20%	0%	0%	5%	0%	17%	0%	0%	0%	17%	0%	17%	0%	0%	6%
KIKK-FM (95.7 FM)	5%	0%	8%	0%	5%	0%	0%	0%	11%	0%	0%	7%	0%	7%	25%	0%
KTRU (91.7 FM)	5%	0%	8%	0%	5%	0%	0%	0%	11%	0%	0%	7%	0%	7%	0%	6%
KHMX (96.5 FM)	5%	0%	8%	0%	5%	0%	0%	0%	11%	0%	0%	7%	0%	7%	0%	6%
Most Popular Television Stations																
ESPN	52%	80%	46%	33%	55%	n/a	67%	50%	44%	100%	67%	43%	67%	47%	50%	53%
The Golf Channel	29%	20%	23%	67%	30%	n/a	33%	17%	33%	n/a	17%	36%	50%	20%	25%	29%
CNN	24%	n/a	38%	n/a	20%	100%	33%	n/a	33%	n/a	17%	29%	n/a	33%	0%	29%
Fox News	19%	20%	15%	33%	20%	n/a	17%	17%	22%	n/a	17%	21%	33%	13%	25%	18%
Discovery Channel	14%	20%	15%	n/a	15%	n/a	33%	17%	n/a	100%	17%	7%	33%	7%	25%	12%
None	14%	20%	15%	n/a	15%	n/a	17%	33%	n/a	n/a	17%	14%	n/a	20%	25%	12%
Fox Sports	14%	n/a	23%	n/a	15%	n/a	17%	17%	11%	n/a	17%	14%	n/a	20%	25%	12%
TLC (The Learning Channel)	10%	n/a	15%	n/a	5%	100%	n/a	n/a	22%	n/a	n/a	14%	n/a	13%	0%	12%

<b>ABC</b>	10%	20%	8%	n/a	10%	n/a	17%	17%	n/a	n/a	17%	7%	17%	7%	0%	12%
<b>CBS</b>	10%	20%	8%	n/a	10%	n/a	n/a	17%	11%	n/a	33%	n/a	17%	7%	0%	12%
<b>Fox</b>	10%	n/a	n/a	67%	10%	n/a	n/a	17%	11%	n/a	n/a	14%	n/a	13%	0%	12%
<b>NBC</b>	10%	20%	8%	n/a	10%	n/a	17%	n/a	11%	100%	17%	n/a	17%	7%	0%	12%
<b>TBS</b>	10%	n/a	8%	33%	10%	n/a	n/a	n/a	22%	n/a	n/a	14%	n/a	13%	0%	12%
<b>E!</b>	5%	n/a	8%	n/a	n/a	100%	n/a	n/a	11%	n/a	n/a	7%	n/a	7%	0%	6%
<b>History Channel</b>	5%	n/a	8%	n/a	5%	n/a	n/a	n/a	11%	n/a	n/a	7%	n/a	7%	25%	0%
<b>MSNBC</b>	5%	n/a	n/a	33%	5%	n/a	n/a	17%	n/a	n/a	n/a	7%	n/a	7%	0%	6%
<b>MTV</b>	5%	20%	n/a	n/a	5%	n/a	17%	n/a	n/a	n/a	17%	n/a	17%	n/a	0%	6%
<b>Spike</b>	5%	n/a	8%	n/a	5%	n/a	17%	n/a	n/a	n/a	n/a	7%	17%	n/a	0%	6%
<b>HBO</b>	5%	n/a	8%	n/a	5%	n/a	n/a	n/a	11%	n/a	n/a	7%	17%	n/a	0%	6%
<b>HGTV</b>	5%	20%	n/a	n/a	5%	n/a	17%	n/a	n/a	n/a	17%	n/a	17%	n/a	0%	6%
<b>National Geographic</b>	5%	n/a	8%	n/a	5%	n/a	n/a	n/a	11%	n/a	n/a	7%	n/a	7%	25%	0%
<b>ESPN2</b>	5%	n/a	8%	n/a	5%	n/a	n/a	n/a	11%	n/a	n/a	7%	n/a	7%	0%	6%
<b>Speed</b>	5%	n/a	n/a	33%	5%	n/a	n/a	17%	n/a	n/a	n/a	7%	n/a	7%	25%	0%
<b>Most Popular Newspaper Topics</b>																
<b>Sports</b>	71%	60%	77%	67%	70%	100%	50%	83%	78%	n/a	83%	71%	67%	73%	75%	71%
<b>National News</b>	67%	40%	77%	67%	70%	n/a	67%	50%	78%	n/a	67%	71%	67%	67%	25%	76%
<b>Local News</b>	57%	60%	54%	67%	55%	100%	33%	67%	67%	n/a	67%	57%	67%	53%	50%	59%
<b>Business</b>	57%	40%	62%	67%	55%	100%	50%	33%	78%	n/a	33%	71%	50%	60%	50%	59%
<b>Entertainment</b>	29%	40%	23%	33%	25%	100%	17%	50%	22%	n/a	33%	29%	17%	33%	25%	29%
<b>Weather</b>	14%	20%	8%	33%	10%	100%	17%	17%	11%	n/a	17%	14%	17%	13%	25%	12%
<b>Weekend</b>	14%	n/a	8%	67%	15%	n/a	n/a	17%	22%	n/a	n/a	21%	n/a	20%	0%	18%
<b>Classifieds</b>	10%	n/a	8%	33%	10%	n/a	n/a	33%	n/a	n/a	17%	7%	n/a	13%	50%	0%
<b>Travel</b>	10%	n/a	15%	n/a	10%	n/a	17%	n/a	11%	n/a	n/a	14%	n/a	13%	0%	12%
<b>None</b>	10%	40%	n/a	n/a	10%	n/a	33%	n/a	n/a	100%	17%	n/a	33%	n/a	0%	12%
<b>Comics</b>	5%	n/a	8%	n/a	5%	n/a	n/a	17%	n/a	n/a	17%	n/a	n/a	7%	0%	6%
<b>Coupons</b>	5%	20%	n/a	n/a	5%	n/a	17%	n/a	n/a	n/a	17%	n/a	17%	n/a	0%	6%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Customer Origin

Note: Percentages are cumulative.

Distance In Miles (based on 21 responses)	
5 Miles	48%
10 Miles	67%
15 Miles	81%
30 Miles	90%
Distance In Minutes (based on 21 responses)	
10 Minutes	33%
20 Minutes	71%
30 Minutes	81%

## Customer Profile

Characteristics of surveyed golfers. This report is based on **21** total responses.

Customer Segments	Survey Respondents
<b>Age</b>	
Under 30	24%
30 - 49	62%
50+	14%
<b>Gender</b>	
Male	95%
Female	5%
<b>Income</b>	
Less Than \$50,000	29%
\$50,000 - 99,999	29%
\$100,000 or more	43%
<b>Rounds Played at This Course</b>	
Less than 8	57%
8 - 24	33%
25+	10%
<b>Total Number of Rounds Played</b>	
Less than 8	5%
8 - 24	29%
25+	67%
<b>Average Score</b>	
Under 80	5%
80 - 99	71%
100 or more	24%

## Selection Criteria

This report is based on **21** total responses.

Reasons	Overall	Age			Gender		Household Income			Rounds Played			Customers <sup>(1)</sup>		Loyalty	
		Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
<b>Proximity to residence</b>	71%	80%	62%	100%	75%	n/a	83%	67%	67%	100%	67%	71%	67%	73%	75%	71%
<b>Affordability</b>	52%	80%	38%	67%	55%	n/a	33%	67%	56%	n/a	67%	50%	50%	53%	75%	47%
<b>Tee-time availability</b>	29%	20%	23%	67%	25%	100%	n/a	50%	33%	n/a	17%	36%	n/a	40%	75%	18%
<b>Friends play here</b>	24%	20%	31%	n/a	25%	n/a	17%	33%	22%	n/a	67%	7%	33%	20%	25%	24%
<b>Other</b>	19%	n/a	31%	n/a	20%	n/a	17%	17%	22%	n/a	17%	21%	n/a	27%	25%	18%
<b>Reputation of course</b>	14%	20%	15%	n/a	15%	n/a	n/a	33%	11%	n/a	17%	14%	n/a	20%	75%	0%
<b>Quality of service</b>	10%	n/a	15%	n/a	5%	100%	n/a	n/a	22%	n/a	n/a	14%	n/a	13%	25%	6%
<b>Variety</b>	10%	n/a	8%	33%	10%	n/a	n/a	33%	n/a	n/a	17%	7%	n/a	13%	25%	6%
<b>Special discount</b>	5%	20%	n/a	n/a	5%	n/a	17%	n/a	n/a	n/a	17%	n/a	17%	n/a	0%	6%

<sup>(1)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.



## Satisfaction Ratings by Customer Group

This report is based on **21** total responses.

Business Drivers	Overall	Index ( <sup>1</sup> )	Age			Gender		Household Income			Rounds Played			Customers <sup>(2)</sup>		Loyalty	
			Under 30	30 - 49	50+	Male	Female	Under \$50K	\$50K - \$99K	\$100K+	Under 8	8 - 24	25+	New	Existing	Loyal	Not Loyal
Convenience of Course Location	4.67	108 *	4.60	4.62	5.00	4.65	5.00	4.83	4.50	4.67	5.00	4.50	4.71	4.17	4.87	5.00	4.59
Tee-time Availability	4.29	119 *	4.40	4.15	4.67	4.25	5.00	4.00	4.50	4.33	4.00	4.17	4.36	3.67	4.53	4.75	4.18
Friendliness/Service of Staff	4.19	101 *	4.60	4.00	4.33	4.15	5.00	3.67	4.83	4.11	4.00	4.33	4.14	3.83	4.33	5.00	4.00
Condition of Golf Cars	3.95	95 *	4.00	4.00	3.67	3.95	4.00	4.00	4.17	3.78	3.00	4.17	3.93	3.67	4.07	4.50	3.82
Scenery and Aesthetics of Course	3.81	93 *	3.80	3.69	4.33	3.80	4.00	3.33	4.33	3.78	4.00	3.50	3.93	3.67	3.87	5.00	3.53
Overall experience	3.81	95 *	4.00	3.69	4.00	3.80	4.00	3.33	4.50	3.67	4.00	3.83	3.79	3.50	3.93	5.00	3.53
Food and Beverage Service	3.57	95 *	4.00	3.46	3.33	3.60	3.00	3.50	3.67	3.56	4.00	3.67	3.50	3.50	3.60	4.25	3.41
Overall Course Conditions (tees, fairways)	3.52	92 *	3.60	3.54	3.33	3.50	4.00	3.50	3.67	3.44	4.00	3.67	3.43	3.50	3.53	4.00	3.41
Condition of Greens	3.38	92 *	3.60	3.31	3.33	3.40	3.00	3.50	3.67	3.11	4.00	3.50	3.29	3.67	3.27	3.75	3.29
Amenities (clubhouse, pro shop, locker room)	3.38	91 *	3.40	3.38	3.33	3.40	3.00	3.17	3.50	3.44	3.00	3.67	3.29	3.33	3.40	3.75	3.29
On-course Services (restrooms, drinking water)	3.38	94 *	3.40	3.31	3.67	3.45	2.00	3.17	3.83	3.22	4.00	3.67	3.21	3.33	3.40	4.25	3.18
Overall Value of Course	3.33	83 *	3.80	3.31	2.67	3.30	4.00	3.17	3.50	3.33	4.00	3.50	3.21	3.50	3.27	4.25	3.12
Pace of Play	3.33	93 *	2.80	3.54	3.33	3.35	3.00	3.33	3.17	3.44	2.00	3.67	3.29	2.83	3.53	3.50	3.29

<sup>(1)</sup> Index score compares your customer satisfaction to averages for national courses, price level (11 courses, 3048 responses) for the same date range and player type. "Red" numbers indicate below average satisfaction while those in "green" indicate above average satisfaction. Average = 100.

<sup>(2)</sup> "New" golfers are those who played your course for the first time within the past 2 years, while "Existing" golfers are those who played your course for the first time more than 2 years ago.

## Satisfaction Ratings Distribution

**This report is based on 21 total responses.**

<b>Business Drivers</b>	<b>Very Dissatisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Somewhat Satisfied</b>	<b>Very Satisfied</b>
<b>Convenience of Course Location</b>	0	1	1	2	17
<b>Tee-time Availability</b>	0	1	3	6	11
<b>Friendliness/Service of Staff</b>	0	1	4	6	10
<b>Condition of Golf Cars</b>	0	1	3	13	4
<b>Scenery and Aesthetics of Course</b>	1	0	6	9	5
<b>Overall experience</b>	0	1	6	10	4
<b>Food and Beverage Service</b>	0	1	8	11	1
<b>Overall Course Conditions (tees, fairways)</b>	0	0	11	9	1
<b>Condition of Greens</b>	0	2	11	6	2
<b>Amenities (clubhouse, pro shop, locker room)</b>	0	2	11	6	2
<b>On-course Services (restrooms, drinking water)</b>	0	3	9	7	2
<b>Overall Value of Course</b>	2	2	5	11	1
<b>Pace of Play</b>	1	3	7	8	2

## Custom Survey Questions Report

**Would you continue to play Hermann Park Golf Course if there was a non-resident green fee increase?**

- Yes (12 responses)
- No (10 responses)

**Would you continue to play Hermann Park Golf Course if there was a \$2 across-the-board green fee increase ?**

- Yes (11 responses)
- No (11 responses)

**Would you continue to play Hermann Park Golf Course if there was a 10% green fee increase?**

- Yes (4 responses)
- No (18 responses)

**Your opinion is important to us!**

**Expires on March 31, 2005**

1. a. First, tell us the total number of rounds you played in the past 12 months. \_\_\_\_\_ rounds  
 b. Then, tell us how many of these rounds you've played at Hermann Park Golf Course in the past 12 months \_\_\_\_\_ rounds  
 c. Finally, list the four other courses you play most often in this area, if any, and tell us how many rounds you've played at each in the past 12 months.  
 1. \_\_\_\_\_ rounds  
 2. \_\_\_\_\_ rounds  
 3. \_\_\_\_\_ rounds  
 4. \_\_\_\_\_ rounds
2. Which of the following best describes you in relation to Hermann Park Golf Course?
- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Annual member   | <input type="checkbox"/> Business/corporate outing golfer            | <input type="checkbox"/> League player | <input type="checkbox"/> Discount card holder |
| <input type="checkbox"/> Seasonal member | <input type="checkbox"/> Area resident with no affiliation to course | <input type="checkbox"/> Vacationer    | <input type="checkbox"/> Other, specify _____ |

3. For the first three columns, circle a number from 1 to 5 indicating your **level of satisfaction** in each factor shown below. Then, in the far right-hand column, check three factors that are **most important** to you when playing golf.

1=VERY DISSATISFIED   2=Somewhat Dissatisfied   3=Neither Satisfied nor Dissatisfied   4=Somewhat Satisfied   5=VERY SATISFIED															Check three most important factors	
FACTORS	Hermann Park Golf Course				(write in course from "c1" above)					(write in course from "c2" above)						
Overall value of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Convenience of course location	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Tee-time availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Overall course conditions (tees, fairways)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Condition of greens	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Scenery and aesthetics of course	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Pace of play	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Condition of golf cars	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Amenities (clubhouse, pro shop, locker room)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Friendliness/service of staff	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Food and beverage service	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
On-course services (restrooms, drinking water)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
Overall experience	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>

4. Why do you normally choose to play at Hermann Park Golf Course? (check all that apply)
- |   |  |
|---|--|
| <input type="checkbox"/> Proximity to residence | <input type="checkbox"/> Tee-time availability |
| <input type="checkbox"/> Variety                | <input type="checkbox"/> Special discount      |
| <input type="checkbox"/> Affordability          | <input type="checkbox"/> Friends play here     |
| <input type="checkbox"/> Reputation of course   | <input type="checkbox"/> Other, Specify _____  |
| <input type="checkbox"/> Quality of service     |  |
5. Gender: ☐ Male ☐ Female
6. Age: \_\_\_\_\_
7. What is your annual household income?
- |   |   |
|---|---|
| <input type="checkbox"/> Under \$25k      | <input type="checkbox"/> \$100k - \$149,999 |
| <input type="checkbox"/> \$25k - \$49,999 | <input type="checkbox"/> \$150k - \$199,999 |
| <input type="checkbox"/> \$50k - \$74,999 | <input type="checkbox"/> \$200k - \$249,999 |
| <input type="checkbox"/> \$75k - \$99,999 | <input type="checkbox"/> \$250k +           |
8. Will you return to this course in the future? ☐ Yes ☐ No
9. Zip code of primary residence: \_\_\_\_\_
10. Distance of course from your residence: \_\_\_\_\_ miles  
\_\_\_\_\_ minutes
11. Approximately how many years have you been playing golf at Hermann Park Golf Course?
- |  |   |
|--|---|
| <input type="checkbox"/> Less than 2 years | <input type="checkbox"/> 8 to 10 years      |
| <input type="checkbox"/> 2 to 4 years      | <input type="checkbox"/> More than 10 years |
| <input type="checkbox"/> 5 to 7 years      |   |
12. Would you recommend this course to others? ☐ Yes ☐ No
13. List your two favorite radio stations ***in this area***: \_\_\_\_\_ FM  
\_\_\_\_\_ AM
14. What sections of the newspaper do you read most often? (check all that apply)
- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Sports        | <input type="checkbox"/> Obituaries | <input type="checkbox"/> Entertainment      |
| <input type="checkbox"/> National News | <input type="checkbox"/> Travel     | <input type="checkbox"/> Comics             |
| <input type="checkbox"/> Local News    | <input type="checkbox"/> Weather    | <input type="checkbox"/> Coupons            |
| <input type="checkbox"/> Classifieds   | <input type="checkbox"/> Weekend    | <input type="checkbox"/> Advice (Dear Abby) |
| <input type="checkbox"/> Business      |                                     |   |
15. What 3 TV stations/networks do you most often watch? (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_
16. What is your average score for 18 holes? \_\_\_\_\_
17. What days do you usually play golf?
- |   |   |
|---|---|
| <input type="checkbox"/> Weekdays (Monday – Friday)     | <input type="checkbox"/> My rounds are split evenly |
| <input type="checkbox"/> Weekends (Saturday and Sunday) |   |
18. Would you continue to play Hermann Park Golf Course if there was a:
- |   |                              |                             |
|---|------------------------------|-----------------------------|
| Non-resident green fee increase         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| \$2 across-the-board green fee increase | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 10% green fee increase                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**What could we do to enhance your loyalty and increase your play frequency at Hermann Park Golf Course?** *(Additional comments on reverse side, please.)*

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Name \_\_\_\_\_ Email \_\_\_\_\_  
(Please print)  
Address/City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

- RETURN COMPLETED SURVEY TO PRO SHOP FOR VALIDATION -

Receive a free small bucket of range balls. If you also provide your e-mail address, you will be entered into a weekly drawing for two free rounds of golf.

**Expires on March 31, 2005**

Name \_\_\_\_\_ Date Issued \_\_\_\_\_ Date Redeemed \_\_\_\_\_ Pro Shop \_\_\_\_\_

# Appendix E – Gus Wortham Park Golf Course Probable Cost Estimates for Conceptual Plan Improvements

Wortham Park Golf Course has great potential to become a much needed asset within courses under the control of the City of Houston. The good news is that the routing of the course is very strong. The existing golf holes tend to fit into the surrounding preserve of native trees and thickets of shrubs. Consequently, the main renovation would be focused to the infrastructure of the golf course and not to change the overall ambiance of the great parkland setting. The drainage and irrigation system would be replaced and re-engineered, the tees, greens, bunkers and cart paths would be completely rebuilt and the fairways would be reshaped to accommodate much needed surface drainage.

A breakdown of probable cost estimates includes:

Irrigation System Replacement:	\$1,300,000 Lump Sum
Irrigation Pump System Replacement:	\$150,000 Lump Sum
Golf Course Drainage System:	\$150,000 Lump Sum
Re-build and Re-establish Tees (40 Tees @ \$2000/ Tee):	\$80,000
Re-build Greens (Including Drainage and Pure Sand Mix) (20 Greens @ \$25,000/ Green):	\$500,000
Re-build and Re-establish Bunkers (Including Drainage) (60 Bunkers @ \$3,000/ Bunker):	\$180,000
Remove and Bury Existing Cart Paths on-site:	\$20,000 Lump Sum
Re-establish New Partial Concrete Cart Paths (15,000 lin. ft. @ \$12/ft.):	\$120,000
Fairway Shaping to establish positive drainage:	\$200,000 Lump Sum
Seeding Tees and Fairways (80 acres @ \$1,300/ acre):	\$104,000
Sodding Bunker and Green Surrounds (4 acres @ \$15,000/ acre):	\$60,000
Stolonizing Greens (100,000 sq. ft. @ \$.11/ sq. ft.):	\$11,000
Arbor Care (Trim and Remove Trees and Shrubs):	\$75,000 Lump Sum
Upgrade Bridges:	\$20,000 Lump Sum
Signage and Course Furnishings:	\$40,000 Lump Sum
General Range and Practice Area Improvements:	\$30,000
New Maintenance Building:	\$750,000
Contingency on Above Line Items (10% of Total):	\$379,000
Permits and Fees (10% of Construction Costs):	\$379,000
Construction Management Fees:	\$75,000 Lump Sum
<b>Grand Total Probable Cost Estimate for Renovation:</b>	<b>\$4,623,000</b>

Not included are environmental mitigation (if any), clubhouse or clubhouse site areas, new entry or other site work. The figures prepared are based on conceptual design approaches and not specific plans or master planning. The City is advised to develop a master plan for this work and to coordinate budgets and approaches before committing to any financing or actual work.