



**IRENE COUNTRY CLUB**  
**SERVICES SUMMARY**

## **1. LEGAL**

- Review Employment Contracts
- Review Staff Policies
- Review Service Agreements

## **2. FACILITIES**

- Review Master Plan
- Physical Access/Entrance
- Service Agreements - Outsourcing
- Maintenance Plan
- Determine and Measure Quality

## **3. FINANCE**

- Loan Agreements
- Capital Expenditure
- Budgets
- Reports
- Revenue
- Purchasing - Review Process and Negotiations

## **4. MEMBERSHIP**

- Review Categories
- Benchmarking
- Fee Structure
- Strategy
- Convert Inactive Memberships
- Loyalty Program
- Partnership Program
- Inter-section Activities
- Sales & Marketing Model

## **5. GOLF**

- Retail
- Operations
- Rental Equipment
- Driving Range

## **6. GOLF COURSE MAINTENANCE**

- Review Current Maintenance Structure
- Review Equipment List and Suggested Replacement Plan
- Golf Maintenance Facility - Design, Layout & Flow
- Presentation & Maintenance - Original Design Specification
- Proactive Identification of Problem Areas

## **7. MARKETING/EVENTS/PARTNERSHIPS**

- Marketing Strategy & Plan
- Identifying Target Markets
- Communication - Internal & External
- Strategic Partnerships & Sponsorships
- Event Concepts
- Planning
- Implementation

## **8. HR/PEOPLE**

- Organizational Structure
- Staffing & Recruitment
- Roles & Responsibilities
- Performance Management/Review Procedures
- Skills Development & Training
- HR Practices Implemented

## **9. SYSTEMS/PROCESSES/RESOURCES**

- Document Policies, Procedures & Delegation of Authority
- Data Mining / Customer Service Improvement
- Determine & Maintain Quality Service Levels
- Develop & Implement SOP's

## **10. INFORMATION TECHNOLOGY & SYSTEMS**

- Review IT System
- Evaluate Needs & Requirements
- Implement IT Requirements