



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