

Lemoore Golf Course

Current Projects

- Currently adding irrigation lines on holes #1, #7, #10, #18. (areas that do not have complete coverage)
- We will add irrigation lines along the newly installed fence of new residential. Hole #12.
- Applied chemicals to front 9 greens to take out the Bermuda Grass
- Took soil samples for this years fertilization program

Projects to be completed – Winter

- Clean out sand trap drains and add sand to traps
- Edge greens and traps
- Edge all cart paths
- Take out Oleander Bushes behind #5 Green.
- Prune trees

Marketing and Promotions

- Started a new E-blast program and will continue to revamp our email capabilities. We are building a larger database and will continue to market more through this program.
- Mail Out: Winter Promotion with new homeowners.
- Preparing our Spring promotions: Beginners Clinic, Ladies Golf Clinic, Military Ladies Clinic, Junior Linksters.
- Set dates for Spring Demo Day.
- Set date for Military Appreciation Day
- Finalized Men's and Ladies Club Schedules.
- Started a new PR Tour that will add 10 tournaments to our calendar.

- Started our Merchandise Loyalty Points Program that will track purchases and promote more buying.

Other Business

- New Yamaha Carts (36) to be delivered in early February.

Financial Report

- Review December Profit & Loss
- Continue to see increase in all revenue categories
- Yearly rounds up significantly
- Trend continues to show strong signs of recovery
- 2007 tournament schedule bookings down slightly, hope to book larger tournaments now that our cart fleet is larger and new.
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