



Golf & Country Club

On June 16th, 2022, the Board of Directors held a town hall to update the membership on the strategic direction for the Club. Silver Springs worked with the golf club consulting firm, GGA over the past year to engage with our membership and benchmark our Club to support the board in identifying a strategic direction. The town hall presentation is posted under the Strategic Direction tab.

The benchmarking, focus groups, and strategic survey identified some key information that sets a very clear direction from our members on the future direction for Silver Springs.

- 87% of members are happy with the club.
- Our members are 6 years older on average than comparable clubs.
- Our members play 6 more rounds per year on average than comparable clubs.
- Members have identified the golf course as the number one priority for our future by a significant amount.
- Access to the tee sheet to enjoy the golf course has been a significant issue for members.
- Dining and the social experience at the club remains important to members.

Based on these statistics and the identified priorities from our members, the Board has identified three key priorities:

1. Replacement of our irrigation system is critical to maintain our most important asset – the golf course
2. Investment in the golf course and our yearly capital plan is the top priority
3. Access to the tee sheet remains a top issue for member satisfaction

Silver Springs needs to embark on a generational investment to replace our 50-year-old irrigation system which is at the heart of how we manage and maintain the golf course. Paying for this, managing our share count, and ensuring we maintain our key assets, will require investment and there are only four ways (or combination of ways) for us to tackle this.

- Increase dues
- Incur debt
- Assess members
- Increase funding through initiation fees

Through this summer, the board, committees, and management will undertake the detailed work required to support the development of the action plan for the Club to position it for the next 50 years. There will be ongoing communication on our progress through the summer and expect to see a more detailed update on the strategic direction presented back to the membership in the fall.