Town of Mooresville
Mooresville Golf Course
Strategic Framework

Vision

To achieve continuous improvement in customer service, facilities, and rounds played.

Mission

To provide a high quality enjoyable and affordable golf experience to a diverse group of customers of all ages that exceeds their expectations and encourages repeat play.

Performance Measures

# of rounds played on the golf course	41,845
Increase % of dollars per round in revenue	2%
Increase % of participation in golf programs	2%
customer survey – satisfaction with:	
staff	
golfing experience	
program	
course conditions	
facilities	
qualitative comments	
utilization of driving range and practice facilities	
actual budget vs. approved budget	

Goals / ***Strategies***

Customer Service
To provide high quality, friendly, courteous, and knowledgeable service to our customers.

1. Give a timely customer greeting.
2. Assure fairness and consistency in handling all customers, groups and organizations.
3. Assure that trained qualified part-time counter assistance is available.
4. Improve ranger and starter program.
5. Assure on-site management at all times.
6. Support First tee program

Facility
To upgrade our facility and atmosphere to make Mooresville Golf Course more attractive and desirable.

7. Develop and begin implementation of a master plan to redevelop the total golf facility and rebuild the greens to make the facility more attractive to golfers. Include bathrooms, irrigation, tees, site plan, and cart paths.
   - Expand the clubhouse (new or renovate, but preferably new)
   - Develop outside tournament pavilion with a scoreboard.
   - Expand and improve range and practice facility
   - Improve and upgrade equipment, furniture and displays
8. Use First Tee relationship to help fund facility improvements.
9. Maintain open and clear communications with Buildings and Grounds personnel.

Employees
To train, motivate, and reward full-time staff and supplement with part-time help as necessary.

8. Assure that full-time and part-time staff levels are commensurate with needs.
9. Communicate with and evaluate employees in a timely manner.
10. Continue and enhance safety programs to include monthly safety meetings, assuring that all equipment is in working order, fire extinguishers are operational, emergency procedures are in place, safety classes are available and attended, etc.

Programming
To develop and expand programs to more fully utilize the Mooresville Golf Course facilities.

11. Expand family golf and Play Golf America programs.
12. Support First Tee.
13. Expand and market senior and ladies programs.
14. Expand and build leagues.

Financial Performance
To at least break even and to reinvest any surplus into the facility.

11. Evaluate rate structures annually.
12. Research marketing activities used by other golf facilities in the United States and utilize that research and knowledge of the local situation to develop and implement a golf marketing plan to increase rounds played and revenue.