

Golf Ad Hoc Committee Proposal for Trial Increasing Rounds Without increasing Prices Rounds Played after 2:00 p.m.

Background

A study of how Tellico Village golfers play shows that our golfers schedule over 90% of available tee times prior to Noon and 17% of available tee times after 2:00 p.m. Factors such as weather and cart path only were considered while gathering data for the base months of June, July, and month to date August. Overall, the study shows that Tellico Village has three golf courses on which to schedule a fixed number of rounds yet golfers schedule approximately 50% of the available asset. Tellico Village is a morning golfing community. The study also included a review of current tee time spacing. The Committee agrees that the current spacing of tee times generates the greatest number of rounds with minimal delays between groups, thus reducing wait times and promoting constant flow of golfers.

Proposal

The Ad Hoc Committee is proposing a trial period to promote the increase of PM rounds called "Twilight Golf".

The current price for golf after 2:00 p.m. is \$22.13 on average. This price considers unlimited, pre-paid, discount fees, and non-resident fees and discounts.

The Ad Hoc Committee proposes an unlimited play fee of \$12.00 (46% discount) for Tanasi and Kahite and an unlimited play fee of \$15.00 (33% discount) for Toqua.

The fee includes unlimited play (any number of holes that can be played prior to course closure), and cart. The Twilight fee will not accept discounts, coupons, or reduced fees for non-cart users or owner provided carts with no price difference between 9 and 18 holes.

Tee times will be booked through Chelsea following the current processes. Residents receive **first choice** of tee times. Non-resident play during Twilight Golf hours from 2:00 p.m. until close will be charged \$25.00 for Tanasi and Kahite and \$30.00 for Toqua. (Note: Non-residents are only allowed tee times that have not been booked by residents). Tellico Village residents scheduling tee times reduces non-resident play.

The proposal for this program is to conduct a trial period from the first week in September until November 2, 2018 (end of daylight savings time). Should the trial period prove successful, the Ad Hoc Committee will make a recommendation to continue the program with alterations (if any) discovered during the trial period. If the trial period proves to be unsuccessful (including during the trial period), the Ad Hoc committee will make a recommendation to cancel the trial period immediately.

The Ad Hoc Committee greatly appreciates the communications received to date. We fully understand your concept of Owner Value and Owner Cost as it relates to the Tellico Village Golf amenity. The Ad Hoc Committee understands the communities concern for raising rates and fees and is proposing this Twilight Golf program as a first step solution to raising Owner Value and reducing Owner Cost. In order to generate additional revenue unused tee times must be filled. The Ad Hoc Committee hopes that you will participate in this program making it successful.

Afternoon programs that currently exist for residents will continue during the trial period with no change other than the reduction in fees. This includes HOA and New Villager golf. All other programs such as corporate programs and high school golf will continue under the same scheduling and pricing.

A final note: the current levels of play on the three courses is being used as a benchmark. This data comparison will allow the Ad Hoc Committee to track progress of increased or decreased rounds and revenue. We will also be tracking the number of players filling available morning tee times. Again, any losses created by this Twilight Golf program will be quickly evaluated and the trial period will be ended.

Thank you for your support and we hope you participate and enjoy the Twilight Golf trial program. As always, your feedback is appreciated.

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