

Sussex Golf and Curling Club

Strategic Plan 2018-2023 (a work in progress)

During winter of 2018, the Board of Directors of Sussex Golf and Curling Club engaged in a strategic planning process to set priorities for the next five years. This process culminated in establishing the following four priorities.

- #1 Stabilizing the Ice Plant
- #2 Course Improvements
- #3 Building Upgrades
- #4 Membership/Marketing

A committee has been formed for each priority with the task of developing action plans. The plans for the four priorities will be merged to form the **Strategic Plan for SGCC 2018-2023.**

#1 STABILIZING THE ICE PLANT

Committee Members: Chair Scott Hatcher

Task:

- Conduct a thorough assessment of all components of ice plant with life expectancy and replacement cost of each component
- Prioritize replacement components as needed

#2 COURSE IMPROVEMENTS

Committee Members: Chair Wayne Paterson, Frank McShane, Bernie Tabor, Andrea Dwyer, Ron Harvey, Lee Patterson

Ian Andrew, of Ian Andrew Golf Design Inc and a member of the American Society of Golf Course Architects, spent 2 days in early May reviewing our course and talking with staff and club members. The report that he provided following his visit, is the basis for actions being developed by the Course Improvement committee.

These actions have been divided into four categories

1. PLAYABILITY - This primarily deals with tree removal to allow for better shot making off the tees, and altering mowing patterns around the greens for recovery options. This will make our course more playable for both novice and competitive golfers, as well as enhance its aesthetic appeal.
2. CART PATHS - This involves changing the path of some, extending others and/or adding gravel or paving some sections. These changes will reduce damage to fairways and may allow early start in spring.
3. TEE DECKS - The expansion, moving or rebuilding of tee decks is important level the decks, to maintain their health and improve angles.
4. BUNKERS - This plan will result in fewer bunkers, but those remaining will be more strategically placed, deeper and more easily maintained. This will increase their strategic impact as well as enhance their character.

#3 BUILDING UPGRADES

Committee Members: Chair Doris McKenna, Judy Juteau, Leslie Anthony, Scott Hatcher, Frank McShane

Tasks;

- Update and Complete an inventory of all components of "Building" with condition, life expectancy and cost of repair or replacement of each component
- Analyze club's energy use and develop steps to reduce consumption

#4 MEMBERSHIP/MARKETING

Committee Members: Chair Adam Sherwood, Chris Manuel, Frank McShane, _____,

This committee is tasked with strategically marketing to

- recruit new members
- increase the satisfaction of current members.

Steps

Compile report on present initiatives

Prepare marketing plan for 2019

Measure success of each initiative

October 17, 2018