

THE CITY OF MONETT, MISSOURI
WINDMILL RIDGE GOLF COURSE

GOLFERS SURVEY, 2013



MONETT CITY HALL
217 5TH STREET
MONETT MO, 65708

Summary of Golfers Survey, 2013

On October 29th a Golfers Opinion Survey was launched on behalf of The City of Monett, Missouri, to test the satisfaction and importance of various features and offerings at the city owned and operated golf course, Windmill Ridge.

The survey was distributed to a total of 99 season pass holders, chosen at random. Of the 99 surveys, 79 were sent electronically and 20 were sent by U.S. Postal Service with a self-addressed, postage affixed envelope.

The electronic surveys sent to season pass holders with a city supplied email address, 8 addresses proved to be undeliverable. Of the 72 surveys sent, 59% completed the survey. Of the 20 surveys sent by U.S. Postal Service, 65% of surveys were sent back complete. Overall the response rate was 64%. The margin of error is 7.98 for this survey with a confidence rate of 95%.

Answer	%
1 to 3 years	11%
3 to 5 years	13%
5 to 7 years	15%
7 to 9 years	4%
9 years or more	57%
Total	100%

Table 1 Years patrons played golf at Windmill Ridge

Table 1 illustrates the respondents have played at the Windmill Golf Course for a substantial length of time. Taking into account the number of choices locally available to play golf, the season pass holder represents a very loyal customer to the brand.

Answer	%
1-10 rounds	7%
11-20 rounds	15%
21-30 rounds	15%
31-40 rounds	11%
41-50 rounds	11%
More than 50 rounds	41%
Total	100%

Table 2 Rounds per year, per participant

Summary of Golfers Survey, 2013 (Continued)

Table 2 illustrates that season pass holders make-up a large percentage of rounds played at Windmill Ridge. The average golfer in the U.S. plays 21 rounds per year, 63%¹ of season pass holders play more.

Answer	%
Greens	91%
Tees	2%
Fairways	4%
Sand Bunkers	1%
Rough	1%
Staff	1%
Total	100%

Table 3 most improved golf course feature in 2013

In Table 3, respondents overwhelmingly said that greens are the most improved feature at Windmill Ridge in 2013.

Answer	%
Yes	91%
No	9%
Total	100%

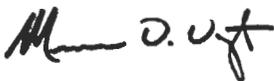
Table 4 Respondents ask if they received fair value for amount paid

Table 4 shows a significant portion of season pass holders believe they receive a fair value for the amount paid for golf at Windmill Ridge.

Other statistics of the survey are on following pages, the remaining topics include satisfaction and importance relative to specific features and services at Windmill Ridge Golf Course.

If you have any questions pertaining to this survey, please feel free to contact me at your convenience.

Respectfully Submitted,



Michael D. Vogt, CGCS, CGIA, LLC

¹ National Golf Foundation, 2012

WINDMILL RIDGE GOLFER'S SURVEY, 2013

2012

How long have you played golf at Windmill Ridge?	1 to 3 0%	3 to 5 8%	6 to 8 0%	8 to 10 0%	10 or more 92%
How do you rate the overall staff at Windmill Ridge?	1 25%	2 33%	3 42%	4 0%	
How do you rate the maintenance staff at Windmill Ridge?	1 8%	2 25%	3 42%	4 25%	
How do you rate the golf shop staff at Windmill Ridge?	1 17%	2 33%	3 50%	4 0%	

See Staff Page for 2013 "Overall Staff"

2012

	Worst → Best									
How do you rate the <u>Tees</u> ? (1 to 10 Rating)	1 0%	2 0%	3 8%	4 13%	5 8%	6 23%	7 23%	8 0%	9 0%	10 0%
How do you rate the <u>Fairways</u> ? (1 to 10 Rating)	1 0%	2 0%	3 0%	4 0%	5 17%	6 25%	7 25%	8 17%	9 0%	10 0%
How do you rate the <u>Sand Bunkers</u> ? (1 to 10 Rating)	1 33%	2 50%	3 8%	4 0%	5 8%	6 0%	7 0%	8 0%	9 0%	10 0%
How do you rate <u>Greens</u> ? (1 to 10 Rating)	1 0%	2 8%	3 8%	4 0%	5 25%	6 13%	7 8%	8 17%	9 0%	10 0%
How do you rate <u>Greens Surrounds/Green Banks</u> ? (1 to 10 Rating)	1 0%	2 8%	3 8%	4 33%	5 17%	6 0%	7 17%	8 17%	9 0%	10 0%
How do you rate <u>Cart Paths</u> ? (1 to 10 Rating)	1 0%	2 0%	3 0%	4 23%	5 33%	6 23%	7 8%	8 8%	9 0%	10 0%
Do you believe you get a <u>Fair Value</u> at Windmill Ridge? (1 to 10 Rating)	Yes 92%	No 8%								

WINDMILL RIDGE GOLFER'S SURVEY, 2013

2013

How long have you played golf at Windmill Ridge?	1 to 3 11%	3 to 5 13%	5 to 7 15%	7 to 9 4%	9 or More 57%					
	Worst → Best									
How do you rate the <u>Tees</u> ? (1 to 10 Rating)	1 2%	2 8%	3 18%	4 6%	5 16%	6 27%	7 12%	8 8%	9 2%	10 0%
How do you rate the <u>Fairways</u> ? (1 to 10 Rating)	1 0%	2 0%	3 3%	4 3%	5 7%	6 9%	7 33%	8 28%	9 17%	10 3%
How do you rate the <u>Sand Bunkers</u> ? (1 to 10 Rating)	1 36%	2 11%	3 24%	4 11%	5 8%	6 6%	7 1%	8 1%	9 1%	10 0%
How do you rate <u>Greens</u> ? (1 to 10 Rating)	1 0%	2 0%	3 2%	4 2%	5 13%	6 16%	7 28%	8 26%	9 11%	10 3%
How do you rate <u>Greens Surrounds/Green Banks</u> ? (1 to 10 Rating)	1 2%	2 2%	3 2%	4 2%	5 13%	6 13%	7 34%	8 19%	9 11%	10 2%
How do you rate <u>Cart Paths</u> ? (1 to 10 Rating)	1 0%	2 2%	3 15%	4 9%	5 11%	6 18%	7 24%	8 11%	9 7%	10 0%
Do you believe you get a <u>Fair Value</u> at Windmill Ridge? (1 to 10 Rating)	Yes 93%	No 7%								

WINDMILL RIDGE GOLFER'S SURVEY, 2013

2012

STAFF QUESTIONS		Friendly and Helpful	Efficient and Conscientious	Indifferent and Preoccupied	No Opinion
1	How do you rate the <u>overall staff</u> at Windmill Ridge?	25%	33%	42%	0%
2	How do you rate the <u>maintenance staff</u> at Windmill Ridge?	8%	25%	42%	25%
3	How do you rate the <u>golf shop staff</u> at Windmill Ridge?	17%	33%	50%	0%

2013

STAFF QUESTIONS		Friendly and Helpful	Efficient and Conscientious	Indifferent and Preoccupied	No Opinion
1	How do you rate the <u>overall staff</u> at Windmill Ridge?	53%	32%	10%	5%
2	How do you rate the <u>maintenance staff</u> at Windmill Ridge?	N/A	N/A	N/A	N/A
3	How do you rate the <u>golf shop staff</u> at Windmill Ridge?	N/A	N/A	N/A	N/A