

GLENDOVEER INSIDER

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COMMUNITY SPIRIT

GLENDOVEER SERVES MORE
THAN GOLFERS WITH FAMILY
EVENTS AND ACTIVITIES



FORCE OF NATURE

COURSECO PUTS A STRONG FOCUS ON
THE ENVIRONMENT & SUSTAINABILITY

GOOD FOR THE GAME

PROGRAMS APPEAL TO A
WIDE VARIETY OF PLAYERS



TEAM EFFORT

METRO AND COURSECO PARTNERSHIP IS PRODUCING POSITIVE RESULTS



INTRODUCTION



BY THE NUMBERS

TEAM EFFORT

Metro and CourseCo partnership is producing positive results

In a partnership that has spanned nearly 10 years, Oregon Metro and CourseCo have accumulated a long list of accomplishments at Glendoveer Golf & Tennis.

When the partnership began in 2013, CourseCo was chosen as the first management company in 34 years to operate the property. Over the last nine years, CourseCo has managed the property utilizing its core values, which include financial performance, community inclusion, environmental stewardship and stakeholder communication.

Today, those efforts are paying huge dividends.

Traditionally, Glendoveer provided a consistent return for Metro. The pandemic and creative programming led to even more revenue increases the last three years in green fees, cart fees, driving range and food and beverage.

The other measures that have been put in place at Glendoveer over the years continue to flourish as well.

Community engagement activities are at an all-time high as they return to Glendoveer following the pandemic. Holiday events have been extremely popular – with some drawing hundreds of area residents – and the course has effectively engaged golfers with programs designed to grow the game and customer base, including junior players.

Environmentally, the award-winning Glendoveer continues to set the bar high, and is one of only 19 courses in Oregon to have achieved Audubon Certification for Golf, which means it helps to protect and sustain the land, water, wildlife, and natural resources in and around the golf course.

And, finally, CourseCo continues to work closely with Metro to ensure Glendoveer is a valuable asset to the community it serves.

What follows is an in-depth look at some of the major accomplishments made at Glendoveer.

A look at revenue increases at Glendoveer Golf & Tennis since 2018:



18%

Total Revenue increase



14%

Green and cart fees increase



5%

Driving range fees increase



4%

Food & beverage fees increase



GOOD FOR THE GAME

Glendoveer Golf & Tennis offers programs and opportunities for a variety of players

Glendoveer Golf & Tennis plays an important role in the Portland golf community for a variety of people who play the game.

Managed by CourseCo in partnership with Metro, Glendoveer engages golfers by providing an attractive loyalty program and supporting thriving men's and ladies' clubs. The facility also helps grow the next generation of golfers by serving as a host site for

"It's about us doing our part and getting involved in our local community as much as we can."

– Kevin Niessner, General Manager

youth golf programs.

Glendoveer's Player Development Program included approximately 550 members in 2021, which was 75 golfers more than the previous year and represented the largest number of participants the program has ever had. The loyalty club offers members a number of discounts and other benefits, and gives golfers plenty of reasons to make Glendoveer their "home course."

The men's and ladies' club events bring nearly 100 golfers to the course each week during golf season and, for young players learning the game, Glendoveer supports the Youth on Course program and serves as a host site for The First Tee of Greater Portland.

Glendoveer is also home to seven boys and four girls high school teams, along with the Multnomah University golf team. From January through May, the course offers free monthly golf and

tennis clinics, giving hundreds of kids the opportunity to learn the principles of sportsmanship, etiquette, and the fundamentals of golf and tennis.

"Having a really strong loyalty membership and great junior golf programs helps grow the game and shows our golfers the benefits of a CourseCo-managed course," General Manager Kevin Niessner said.

Glendoveer is also one of east Portland's most popular facilities for hosting charity golf events. In an average year, the two courses see more than 2,000 rounds played for nonprofits benefiting everything from local schools to scholarships, cancer research and more.

"We want to make Glendoveer a community space," Niessner said. "CourseCo is invested in ensuring that it's a great partner with Metro and making sure that Glendoveer is an asset to local citizens."

COMING TOGETHER

Glendoveer serves more than golfers with family events and activities

By maintaining a keen interest in community engagement, Glendoveer Golf & Tennis has become much more than a place for Portland residents to shoot for birdies and pars.

As part of an ongoing management partnership with CourseCo, Glendoveer also serves as a central hub for residents to partake in non-golf activities that bring families and the community together, whether it's to celebrate holidays or to support good causes.

One of Glendoveer's most popular functions is its regular Big Screen on the Green movie nights on the driving range. The Haunted Forest is a Halloween event in which CourseCo partners with local businesses to give kids a safe and dry place to begin their trick-or-treating. And at Christmas, Glendoveer hosts Grinchmas, a candy cane hunt followed by snacks, ornament-making and a viewing of the Grinch holiday film. These events often draw 500 or more people.

"Our community programming has been a huge

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COMMUNITY INCLUSION

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success,” General Manager Kevin Niessner said. “Core to one of CourseCo’s guiding principles of community inclusion is a rich and robust calendar of non-golf community-inclusive programming that brings residents to the property for family fun and recreation.”

Engaging the community while giving back is also a priority for CourseCo and Metro, so Glendoveer hosts a special event for Folds of Honor, blood and book drives, a toy drive with the Portland Fire Department and Soctober, a clothing drive in association with the Portland Rescue Mission to help those experiencing homelessness.

Glendoveer also offers the family-friendly game of FootGolf and provides events for kids and charitable outings that support organizations such as Playworks and the Susan G. Komen Foundation.

Additionally, Glendoveer exposes new people to its property and creates unique revenue opportunities by hosting a stop on the Pro Disc Golf Tour and the Nike NXN high school national cross country championship. Each event draws thousands of competitors and spectators to the area.

“These events allow non-golfers or tennis players to use the property and be exposed to what we have here,” Niessner said. “Most people are grateful for events in their neighborhood, especially since almost all of our events are free.”



FORCE OF NATURE

Glendoveer Golf & Tennis puts strong focus on the environment & sustainability



Wildlife and habitat management are an important part of Glendoveer’s environmental efforts.

Environmental responsibility and stewardship are always top of mind at Glendoveer Golf & Tennis. Metro and CourseCo work to uphold and improve maintenance and sustainability to ensure that the property is a positive influence on its natural surroundings.

As part of that effort, Glendoveer was re-certified in 2015 under the Audubon Cooperative Sanctuary Program for Golf – one of only 19 courses in the state – and has continued to re-certify every three years.

Audubon International helps golf courses with six key aspects of their sustainability plans: environmental planning, wildlife and habitat management, chemical use reduction and safety, water conservation, water quality management, and outreach and education.

“These efforts demonstrate that Glendoveer is environmentally responsible,” said Superintendent Chris Robson. “Through Audubon certification, we show that we



care about the environment and we have put practices in place to protect it.”

Glendoveer has received numerous awards for its environmental endeavors as well.

The property has been awarded the City of Portland’s Sustainability at Work Gold Certification since 2015, and has been recognized multiple times with Environmental Leadership in Golf Awards.

Through the Golf Course Superintendents Association of America,

the facility also participates regularly in First Green field trips, hosting local students on visits where they test water quality, collect soil samples, identify plants, assist in stream bed restoration, and get involved in the ecology and environmental aspects of the golf course.

Recent projects at Glendoveer aimed at minimizing environmental impact include replacing lighting at the driving range, tennis center and restrooms with LEDs. Other examples of sustainable options include using recycled paint, never using insecticides, using soil probes to test water content, buying recycled plastic benches, and printing on both sides of paper.

“Everything that we do, the question is asked ‘Can we do it better, or do it in a more sustainable way?’” Robson said. “Environmental stewardship is one of the most important principles that guides CourseCo in how the company operates, and that is certainly true at Glendoveer.”