

NEW VOLUNTEER PROGRAM PROVIDES AN ASSIST TO VETERANS BY HELPING THEM LEARN THE GAME OF GOLF

MATHER INSIDER

2014 EDITION

IN THE SPIRIT!
**COMMUNITY
EVENTS SHINE
AT MATHER**

SUCCESS STORY

**GOLF ROUNDS AND REVENUE CONTINUE
TO CLIMB AT MATHER GOLF COURSE**

**SOARING TO
NEW HEIGHTS**

**GOLF SHOP AND
DRIVING RANGE
SALES ON THE RISE**



Nearly 60,000 rounds were played at Mather Golf Course over the last year, and overall revenue grew by 10 percent.



SUCCESS STORY

Golf rounds and revenue continue to climb at Mather, while course renovations keep improving the property

It's not every day you find a golf course that balances community engagement and an active calendar of non-golf community events, along with financial performance and revenue growth.

Mather Golf Course is a very special place, mastering that balance every year. This year, rounds grew 8.8 percent over the prior year, with nearly 60,000 rounds played! These players enjoyed outstanding guest service and constantly improving course conditions.

Overall, Mather Golf Course grew total revenue by more than 10 percent, with a dedicated strategy employed to increase merchandise sales, which fueled the accelerated growth.

The merchandise sales numbers are a reflection of daily efforts to buy the right products, price them correctly, and remind every customer about the fantastic value available to them as they check in for their round of golf. It doesn't happen without a commitment from every member of the team.

This marks the third straight year that Mather Golf Course has grown annual revenue. In the golf industry, there are very few golf courses that can claim that track record of results. We're extremely proud to share this success story.

[CLICK HERE TO READ A REVIEW OF MATHER GOLF COURSE](#)

[> CLICK HERE TO CHECK OUT A VIDEO TOUR AND HISTORY OF MATHER GOLF COURSE](#)



GOOD TIMES ROLL

Special events at Mather allow the community to come together

In the past year, Mather has been committed to making the Community a No. 1 priority.

Our PGA and LPGA professionals created “on-site” field trips to local schools to allow children to experience golf in their classroom and on the playground.

Putting and hitting stations were set up with SNAG (Starting New at Golf) equipment to provide a safe learning experience. The kids loved it and were all invited to attend our Family Fun Nights to continue



Click on the slideshow above to see photos from some of the community events at Mather.

working on their game.

Family Fun Nights were a big hit with the community and featured monthly Family Mini Golf on our putting green. These events were free to families of the community and provided putting instruction from our teaching pros.

The course set-up featured a light house, tiki man, hot rod jump,

clown face, and more. We also held a Christmas Family Fun Night featuring Santa and his elves. This was a very special occasion with the entire course themed for the holiday and featured a final hole with the North Pole.

This year also featured our first-ever Weiner Dog Races, which fol-

lowed our annual Community Easter Egg Hunt.

Hundreds of kids enjoyed hunting for eggs, sliding down the giant inflatable slide, Easter crafts and finally...watching the Weiner Dog Races!

Dachshunds from all over converged at Mather Golf Course to compete for the coveted Weiner Dog 500 Cup Trophy.

This made for a hilarious event and featured Sac County Supervisor Don Nottoli and Rancho Cordova Vice Mayor Bob McGarvey as our VIP referees.

Mather has held many past events for our community, including a Fourth of July Carnival, Murder Mystery Dinners, Crab Feeds and Second Saturday Art Walks. We will continue to keep our doors open to community members so they can experience all that Mather Golf Course has to offer.

ON TV!

IN THE NEWS

Mather Golf Course was featured on KVIE Channel 6.

CLICK HERE to watch the video.

CLICK TO SEE PGA MAGAZINE STORY ON MATHER EVENTS

> CLICK HERE FOR A CALENDAR OF EVENTS COMING TO MATHER



REACHING OUT NEW PROGRAM HELPS VETS WITH THE GAME

Mather developed a volunteer program this past year to work with and assist veterans from the Mather Vet Hospital in the game of golf. These veterans suffer physical handicaps as well as PTSD and greatly

benefit from this one-on-one training. The volunteer group is headed by

former Marine Joe Neff and includes former Southern California PGA Championship winner Wayne Sleppy.

With this capable group teaching veterans the fundamentals and etiquette of golf, they can now get started in a game they can enjoy for the rest of their lives.

SOARING TO NEW HEIGHTS

Golf shop and driving range sales increasing at Mather, and course improvements are making an impact

The Mather golf shop just finished a record year in merchandise sales and driving range revenues. The golf shop nearly hit \$500,000 in revenue and the driving range topped \$225,000!

Offering close-outs, tent sales, demo days, clubfitting and special sales events, our customers kept coming back for more, and chose Mather as their favorite destination to purchase golf apparel. Mather finished in the Mizuno Top 100 in clubfitting nationally out of 2,500 facilities. The last four years have seen Mather's merchandise sales jump from \$216,000 to \$338,000 to \$396,000 to \$489,000.

Our driving range has seen a similar trend as sales have increased annually over the last four years. Our Player Development Program and E Range Key sales spurred a surge in sales that has seen range revenue rise year-over-year from \$117,000 to \$183,000 to \$196,000 to



\$227,000. In addition, a new range machine has allowed multiple payment options, which has resulted in higher utilization.

The driving range also features lighted hitting stations, allowing for extended hours in the evenings. These are tremendous strides of consistent performance by both revenue centers.

CourseCo has provided significant improvements to Mather over the last sev-

eral years.

The gazebo area was renovated and expanded to provide panoramic views of the golf course and allow for a greater capacity. Mather is now able to host weddings and special events as well as cater golf tournaments in this new area.

A beer garden was also created, giving patrons a quiet area with a dramatic view of the golf course to enjoy post-round beverages. CourseCo also purchased a liquor license, which has allowed Mather's alcohol sales to increase significantly.

Lastly, CourseCo funded a critically needed drainage project to reverse Mather's winter reputation as a poorly draining course. The County of Sacramento has now followed this lead by committing to fund drainage improvements each year to make Mather a playable course year-round.

> [CLICK HERE TO CHECK OUT REVIEWS OF MATHER GOLF COURSE ON YELP](#)