



# **Business Plan Discussion**

**April 4, 2019**

# Environmental Assessment

- **Current Staffing**
- **Financial Condition**
- **Course/Facilities Condition**
- **Membership**
- **Community Demographics**
- **Focus Group Input**
- **Section 22 Relationship**



**The Mission of BSGAC is to provide a golf course and restaurant of exceptional quality, along with a variety of recreational, social, and special events in an atmosphere of fellowship where members and guests feel welcomed and appreciated.**

# Goals and Objectives

- **Improve Overall Business Operations**
- **Prioritize Course/Facility Improvements**
- **Increase Membership**
- **Improve Customer Service/Experience**
- **Stabilize Financial Condition**

# Action Plans

- **Human Resource Administration**
- **Sales & Marketing**
- **Financial Management**
- **Food & Beverage Services**
- **Golf Course Maintenance/Operation**
- **Administration & Admin. Services**

# Actions Taken

- **Developed a Financial Lifeline**
- **Restructured the BSGAC Management Team**
- **Designed Strategies to Maintain/Increase Membership**
- **Golf Course and Facility Improvements**
- **Made Refinements to BSGAC Operations**
- **More Active Partnership with Section 22**

# Future Actions/Strategies

**Continue to Re-engineer the  
current BSGAC Business Model**

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**Strengthen the sense of  
COMMUNITY and support for BSGAC**



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**Continue the Refinement and  
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**Align products/activities with  
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- **Strengthen the sense of COMMUNITY and support for BSGAC**
- **Continue the Refinement and Implementation of a Robust Sales and Marketing Strategy**
- **Align products/activities with the interests of our changing demographics**
- **Continue to review and refine our partnership with Section 22**



# **Open Discussion**