

# 2009 MARKETING REPORT

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Initially established in the fall of 2007, the Marketing Committee has accepted the challenge of developing plans and programs designed to sustain membership at targeted levels. Such programs include Introductory Membership Program, Member Incentive Program, Amnesty Program and Revised Membership Categories. Targeted goals have been achieved through pricing, new membership categories, advertising and promotion within an approved budget.

During the winter months, the Committee focused on revisions to our brochure. The brochure, our membership handout and an organized media program were designed to exemplify the positive aspects of the Club which our members constantly promote. The 2009 Introductory Program attracted 24 adult applicants, resulting in 18 initiation commitments. Four converted to the Deposit List and 2 resigned. The Marketing Committee is pleased with the results of our programs this season considering the economic climate.

In the spring, the Committee promoted the sale of Six Pack green fees to provide an opportunity for members to bring their guests to discover the benefits of our Club at a reduced green fee price. This program was very popular as 117 Six Pack books of tickets were sold. In July, the Marketing Committee developed a questionnaire which was presented to those who attended the New Members Golf Day. The questionnaire addressed all aspects of the Club and resulted in very positive feedback from our new members. The Committee is also proud to have worked closely with the Men's and Ladies Section Executives to create two of the most memorable Member Guest Days ever held at the Club.

In September, the Committee held two successful promotional events. A "Nine and Dine" was conducted for those on the Deposit List. In addition, a Junior/ Parent golf afternoon was held for our season pass juniors and their parents. Both were designed to provide an opportunity for those who attended to discover the benefits of our Club. The Committee also began the promotion of the 2010 Introductory Program resulting in 6 applicants by fiscal year end.

During the fall, the Committee encouraged the approval of our Club in the Privileged Member Golf Program established in 2009. Blue Mountain's acceptance in the program will now enable our members to play at a variety of Clubs at a reduced rate of \$30 plus tax. This additional benefit of membership is an added bonus in sustaining existing members and generating new applicants.

Since the annual promotion of new members is a very important aspect of our overall operation, the Marketing Committee encourages the existing membership to introduce your friends to the benefits of our Club. Sponsors of Introductory members will continue to be rewarded for their efforts in 2010.

As Chair of the Marketing Committee, I would like to take this opportunity to thank the Committee members being Ron Harding, Tom Lamont, Nora Oldfield, Board Representative Steve Potts, Rosemary Scott and G. M., Jim Malley for their tireless efforts this season. I look forward to working with the Committee in 2010 as we continue to promote the great value of being a member of the Blue Mountain Golf and Country Club.

Respectfully submitted,

Al Ionson

Marketing Committee Chair