

Policy No. 1998.08

Date: April 20 Board  
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Subject: Golf Club Associate Membership Program

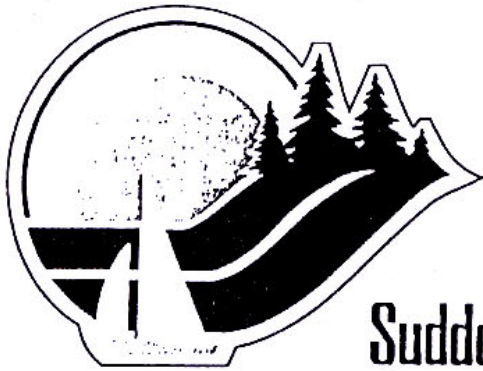
POLICY:

To accept the Associate Membership program.

Attachment: Associate Membership program

Canceled/Superseded

Date:  
By: Policy No.



Sudden Valley

1998.08 ATT

To: Chic Murray / S.V.C.A. Executive Board  
From: Greg Paul  
Date: April 14, 1998  
Re: Membership Promotion

I would like to ask for your consideration on including Associate Golf Club memberships in our drive for increased Golf Club memberships. Two years ago, this was the only classification excluded from our membership drive strategy. The reason Associates were excluded was that we did not want the Associate membership to compete with the selling of active memberships (full playing memberships). In addition to that, there was a desire to shift our revenue base to a largely "private supported" budget. Associate memberships do not contribute to that strategy. Since that decision the long range plan has changed. Currently the maximum active membership level has been dropped and only allows for a playing membership level of 450 members. At that time an initiation fee will be instituted to control active membership growth. Our strategy is back to maintaining a balance in revenue between all income sources.

With that said, myself and the Golf Club executive board see no reason to exclude the promotion of Associate members. The Associate membership classification has benefits to the Golf Club and the Sudden Valley Community Association.

Benefits to Golf Club: Increased revenue source, greater participation in tournament and social events, younger members, and a pool of potential full playing members down the road.

Benefits to S.V.C.A.: A potential regular daily green fee payer (similar to a men's or women's club player at other clubs), greenfee revenue during club tournaments, an increased pool of potential full playing members down the road, and potential income from guests of Associate members.

I see this as a win - win situation for Sudden Valley and the Golf Club. Also, it would not require any change in the current Golf Club by-laws. I recommend offering the very same privileges. In addition to the privileges, I am requesting the addition of one privilege - offering the guest greenfee rate for all Associate golf club members. Discounted green fee rates are common for members at most other golf clubs. Thank you for your consideration.