

**Oakmont Golf Club Members Survey
Preliminary Report
May 5, 2010**

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Between the dates of March 24, 2010 and April 22, 2010 the Oakmont Golf Club conducted a Members Survey. The Survey Committee prepared a 20-question survey using the Survey Monkey web based tool. All members with an email address were invited to respond to the survey on-line. Members with no email address on file were sent a paper copy of the survey and asked to complete it and return it to the OGC office.

The following are the preliminary results of the survey. Additional analysis is will be conducted on the questions calling for individual comments from members.

RESULTS:

Responders: 131 total

 39 paper (30%)
 92 internet (70%)

Question #:

1. Membership
 72% resident
 28% non-resident

2. Gender
 73% male
 23% female

3. Age
 35% 61-70 years
 33% 71-80 years
 21% 80+ years
 1% under 50

4. Fees
 55% annually
 25% monthly
 20% daily

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5. Frequency of play

1 – 2 times weekly	52%
3 – 4 times weekly	44%

6. Use of Quail Inn

42%	weekly or more than 1 time weekly
24%	monthly
32%	less than 1 time per month

7. West Course

Greens	64%	very good – excellent
Tees	78%	good – very good
Fairways	81%	good – very good
Bunkers	61%	poor – fair
Drainage	68%	fair – good
Cart Paths	67%	fair – good

8. East Course

Greens	84%	good – very good
Tees	81%	good – very good
Fairways	86%	good – very good
Bunkers	76%	fair – good
Drainage	67%	fair – good
Cart Paths	65%	fair – good

9. Priority for improvement

On course restrooms	3.28 (out of 5)
Restaurant	2.87
West Pro Shop	2.30

10. Operations

West Personnel	88%	good – excellent
East Personnel	91%	good – excellent
Product Selection	71%	fair – good
Product Pricing	77%	fair – good

11. Quail Inn

Menu	76%	good – excellent
Pricing	77%	good – excellent
Service	81%	good – excellent

12. Empire Golf Management

76%	good to very good
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13. Participation in events

Twilighters	62%
Non-golf socials	61%

14. Benefits of membership

Golf privileges	47%	very important
Preferred tee times	32%	very important
Guest passes	31%	very important

15. Golf sections

Men's Wednesday	41%
Men's Saturday	26%
None	20%

16. Sources of information

Oakmont News	70%
Bulletin Boards	56%
Inserts in bills	56%
Email	52%

17. Finances

Quarterly minimum	61%	no
\$10 dues increase	51%	no

Verbatim Comments:

Question 4: How long have you been a member?

129 responses: Average 9.5 years
Range: less than 1 to 26 years

Question 5: Are you currently or have you been a member of another club?

128 responses: 48% yes
52% no

Question 9: Rate the Conditions on West Course.

PUT SAND IN BUNKERS!!!
CUT ROUGH!!!!!!

Tees - it would be great if they were flat. So many have high and low spots.

Condition of the West Course continues to improve-----Kudos to Steve and crew!

Rough is too long. Fairways are now too narrow. You should not replace the sand in the bunkers just prior to winter. The sand compacts and the tractor does not have long enough spikes to fluff it up. The new sand should be placed in the bunkers around April or May. You are wasting money and man power to maintain the bunkers prior to winter.

Question 10: Rate the Conditions on East Course.

Benches and cart paths are a disaster.

Great course, fun test.

Bunkers are a disaster. Not enough sand, clay is 1 inch below surface

Poor cart paths" apply to 2nd nine only. We were told that the reason we were charged a cart path fee was to pay to maintain the cart paths. Reasonable enough. However, these fees have been diverted elsewhere. That's not so reasonable. In the meantime, cart path fees have been arbitrarily raised and raised and raised, while the back 9 cart paths get worse and worse and worse.

The cart paths are very poor I pay 495 dollars a year for cart fees, remember when we paid 35 dollars and we use the cart less the twice a week per the year. Our cart shakes badly and we travel very slowly.

Question 11: Rate the priority for improvements.

The bathrooms on the courses are a disgrace. Mold removal should be done immediately and then walls painted.

The courses are what counts. Prior Boards have pissed away all the money on facilities. This is a golf club not a country club.

Staff is too grouchy. You'd think they were Oakmonters.

The West ProShop often looks cluttered and the big barrel of balls is in the way at the desk.

I think the the prior improvements made are sufficient. Why spend more money we can't afford. Instead, build a reserve with any extra money for future needs. I am adamant about staying out of debt!!!

Question 12: Please rate the operations in the West and East Pro Shops.

Need better prices in the pro shops so people don't go to Golf Mart or other stores.

There needs to be clothes suited for seniors. Golf skirts & pants with side and back pockets, and place to hook things, and golf shoes that are water proof for winter. We don't need so many plaids or wide stripe items. We do need more choices for adults, not teenagers. Golf bags that are light yet durable, golf carts that collapse easily and are light wt. For senior women, more color choice in golf gloves other than black or white. Most of us senior women don't want to wear skirts that are so short your rear shows. We also need a better selection of visors, light wt. jackets that zip or snap. Shoes with Velcro, and water proof.

Thought members were entitled to an additional discount. Seems everybody gets the same prices. Wanted to buy set of clubs cost 1000.00 asked for discount, was told that was best price they could offer. Went to golf mart, they lowered price to 900.00 - bought them there.

.Sign-up procedures have been a mess and there must be some way to accommodate both the members and the pro shop personnel. There is no excuse for slighting resident members in preference to "outsiders". The complaints need to be addressed and rectified. Is it too difficult to say "Hello, how are you?" to anyone?

Golf wear sizing could better accommodate older people.

Those choosing retail items need to take in to consideration the demographic of who really buys. For the ladies clothing perhaps not so teen related and more a style befitting a class club. Golf clubs/bags/balls/gloves/hats all fall into a "same-oh-same oh" category. Logo is important for marketing and pride. I would suggest staying with plenty of logo related products and suggest that golf bags also carry our logo.

Question 13: Please rate the operations at the Quail Inn.

Much improved.

Sunday brunches are very good. Valentine's Day party was great.

Getting better and better. They are trying and its up to the members to make it work.

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Pleased to see the attitude change that is evident within the community regarding the Quail Inn. We enjoy the Thursday night buffet and the many social functions held at the restaurant. Good job Ehrin and his crew.

The food has been great, but I think it's time to introduce some new entrees on Thursday nights.

Food in the Bar and Grill is adequate but the main dining room remains VERY inconsistent.....sometimes excellent and other times not up to standard. This problem makes it difficult to invite guests as one never knows what to expect. We've quit going to Thursday night buffets when prime rib is on the menu as it has been terribly tough. Too bad.

Question 15: Comment on Social Activities

Since I am a single female and find that there are times I would like to participate in an activity but feel kind of on the outside, I would like to see an effort made to encourage single to participate as a group- Example - Maybe it would be possible to have a singles table for the buffets and have someone there to make attendees comfortable.

Keep building the clubs social calendar.... It is a real benefit of membership when members get together and have fun.

Twilighters are excellent but how about mixing up the groups? Make it, on occasion, a real mixer. Couples play with others on a blind draw. You will get some protests but try it one time and most will like it.

Question 16: Benefits of Membership

Pleased to have an expanded social calendar. Keep trying new events and repeat the ones that people seem to enjoy. Good ex.--- Liars Dice tournament was a success----add it to the calendar again next year.

All I really care about is the condition of the golf course. I have only remained a member because my wife may play in the niners. Otherwise with the current fee structure I have to play 100 rounds to break even with someone that lives here and is not a member. From what I can tell any further raises in the dues and many members that don't play in the sections will give up their membership.

We receive 4 passes per year for a membership whether you are a single member or a husband and wife. You should receive 6 passes if you pay \$3,600. It is unfair.

The \$300.00 monthly memberships are unfair to annual members. It is my understanding that some of the \$300 members quit during the winter months and then are able to rejoin in the spring & summer. They should have to pay back dues, otherwise, why couldn't all members quite for the winter and rejoin in the spring? The annual members are getting the short end of the stick.

The 27% green fee differential between non-members and members is unfair to the members and leaves little incentive for new membership on a cost basis. The court decision should be challenged. I would contribute \$ for this.
The value of our membership will never be worth much until this is corrected!

Question 17: Comment on golf sections.

Section play-----one of the top benefits of owning a membership.

It would be nice if the Niners would allow women to join that don't live here.

Information on how they work and how to join was hard to find out.

Playing in a Section is a privilege and I couldn't image having a membership at Oakmont with out these options available.

Question 18: What would cause you to participate more?

Published information describing activities and normal procedures. Membership qualification. Who to contact.

A effort by the Sections to make new members welcome.
The Niners is pretty good, but the Wednesday Group is very cold and makes no apparent effort to make new participants feel welcome.

More evening activities to complement Twilighters and to allow our Quail Inn to stay open so that all of Oakmont (those who work especially) the opportunity to come home and have a wonder spot within blocks to frequent for a pub style meal & beverage. Activities like the recent Liars Dice could be enhanced to include things like a Karaoke night, an English Pub night with darts and pub food (like fish & chips/bangers & mash) - I believe these activities would boost memberships and revenues.

More activities that include members in the 50-60 age bracket.

If couples could be more inclusive of singles.

Adding variety to our events/ get togethers. Making sure activities are well organized and that members are treated respectfully.

Question 20: Finances and general comments.

We have a discount rate for 'residents' and youth's. Maybe its time to consider a 'senior' discount on annuals and cart fees. You probably don't have enough true 'age' info to justify it, but think about where your membership losses are coming from - it may give you the Aha answer you're looking for.

How about a fish fry friday nine-hole event? People sign up as singles only and mix it up a little. Pairings are a surprise every event and revealed on the day of the event. Could run something like this all year.

Maybe a mini-tour series... Masters seniors division.

Offer a junior caddie program. Free golf and meal in trade for loops. Charge \$10-15 per loop (no tip). Create a different feel/buzz about Oakmont (keep green speeds up, rough fair). Create a poor man's Mayacama.

For older members who play less because they don't want to pay \$495 per year when they hesitate to use their own cart. Try charging for a portion of a year (ie, \$225 for 6 months). The charge of \$22 for 9 holes on a weekend is ridiculous. Isn't it better to get \$225 for 6 months than \$0 for a year???

Make it more beneficial for members so that people won't give up their memberships. Charge less for golf for members. It is not worthwhile to keep our proprietary membership right now because by buying the playing card through the golf shop it is cheaper to play that way. Make it beneficial to keep the membership or you are going to lose all of your revenue!!!

I would like to see periodic Member Happy Hours with discounted food & drinks. OGC Members like to party! It would help to get people to come to the Quail Inn more often. Even at a discount, drinks can be profitable.

Cut expenses. Increases will result in less members and less income not just from golf but from the other sources of income ie. restaurant etc. This is not the time to increase costs. Institute a membership that allows a member to choose paying dues for 6 months a year and that member can pick the months. Increase the dues that member pays per month to offset the reduction in income and that will result in less use in the winter months (close two days a week) and less overhead for course maintenance.

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Increase promotional activities with aim of selling Oakmont as the real golfers bargain it is. Home sales have always sold comparatively well but not to golfers. There has been little or NO advertising to and it is arguably very reasonable to let midwestern retirees know that this golf facility is available an hour from SF, 45 minutes from the ocean, a couple of hours from winter sports with obscenely low golf costs. Get a few more golfers buying houses here instead of selling the place to working couples and oldsters with little time left for golfing.

How about suggesting that our Contract Employee Empire Golf and our Board quit buying into "to good to be true deals" such as the poo-pa with the GPS system that fell flat & was costly. We now advertise GPS equipped carts with a GPS system that presently does not exist.

What will the cost be (in labor & repair) to remove the GPS tops and return the original tops back onto the carts? While I'm at it how about that huge chunk of change taken for 300 white event chairs. I am a very seasoned Event Planner who knows that most high quality Event Venues use rental companies for items such as chairs/china/flatware/linens, etc. Events are very subjective and the most important aspect to the rental of a any facility is Location, Location & Location, not white chairs.

The dues are already too high for what we receive. The dues were raised within a couple of months of my joining last year by \$10.00. I was not informed of the upcoming increase when I joined. I feel the club miss-represented itself. If the dues are raised again or there is a requirement for food & beverage, I will drop my membership!!!

It seems there are an incredible amount of promotional rates for the non member general public. It doesn't seem worthwhile to continue a membership when you could walk on and pay about the same as a member. Why pay during the inclement weather months?