



Shiloh Springs Golf Course

INTRODUCTION

Shiloh Springs Golf Course was acquired by the County in 2005. Since its acquisition, an aggressive approach has been taken to evaluate and address the key issues facing the facility with an eye on positioning it to recover its operating expenses.

This master plan update reviews and assesses the Strategic Plan developed in 2006 and recommends a 2009 Strategic Plan Vision, Goals, Objectives and Action Plans to guide policy makers and staff over the next 30 years.

The proposed strategic plan takes a realistic look at the current local golf market, local and national trends and projections for public golf, and the ability of the existing Shiloh Springs Golf Club to effectively compete in the local public golf market, now and in the future.

Input from local focus groups and individuals, a recently completed community-wide leisure services survey and a golfer satisfaction survey completed by 230 Shiloh Springs golf patrons contributed perspective to the strategic plan and its implementation.

Likewise, the commitment of the Platte County Commission's previous actions of:

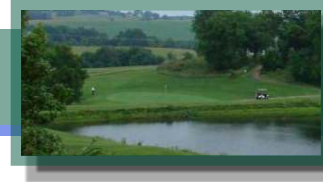
- acquiring all the existing golf course property
- making \$500,000 worth of improvements to the golf course infrastructure in the last two and one-half to three years
- refinancing all golf course debt through 2018, and
- determining in 2006 to own, operate and improve the Shiloh Springs Golf Club reflected a strong interest on the part of elected officials to move Shiloh Springs from where it is now to a reasonably priced and attractive public golf asset for Platte County citizens and golfers

ANALYSIS AND RECOMMENDATIONS

The 2009 Strategic Plan proposes a new vision of a high-quality recreational public golfing facility at Shiloh Springs Golf Club that would ensure adequate and appropriate public golfing opportunities and promote a strong sense of pride for the County. The purpose for operating the golf course shall be to contribute positively to a broad mix of services available to maintain and enhance the quality of life in Platte County. The daily operation of the golf course shall serve the public golf aspirations of Platte County golfers with the highest commitment to customer services in every aspect of recreational public golf. These ultimate customer services shall be exemplified by a superbly managed and maintained, reasonably priced, public golf course that is equal to the best public golf courses in the Metropolitan area.



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This vision would be accomplished via a Short-term Goal (5 years), a Mid-term Goal (year 5-15 years) and a Long-term Goal (year 15-30 years).

Five Year Goals - Over the next five years, Shiloh Springs Golf Club would succeed by:

- continuing to offer and expand customer services
- by improving the playing conditions and playing surfaces of the golf course
- by establishing a realistic financial framework that can facilitate the long term success of the golf operation

Fifteen Year Goals - Over the next 15 years, Shiloh Springs shall meet and begin to exceed the expectations of Platte County recreational public golfers by:

- continuing to offer and expand customer services
- by improving the playing conditions and playing surfaces
- by making modest changes in the design of the current golf course
- by upgrading the golf course infrastructure; and
- by developing a master plan to determine the feasibility of acquiring additional property and developing an exceptional public golf course in the future as financial opportunities become available

Thirty Year Goals - Over the next 30 years, Shiloh Springs would continue to provide an improving public golf experience for Platte County residents at Shiloh Springs Golf Club by acquiring and developing:

- additional property for expansion of the golf course would be acquired
- additional golf holes on the new property would be developed; and
- existing holes on the present property would be renovated to provide superb practice facilities, a nine hole junior course and new regulation golf holes to create a golf course that is equal to the best public golf courses in the metropolitan area

SUMMARY

The 2009 Strategic Plan lays out a realistic approach to achieve the Vision. A time frame has been proposed, but the timing will be dependent on many factors that are beyond the scope of accurately predicting with any element of certainty. The time frame proposed is not necessarily critical to the eventual achievement of the Vision. However, completion of the initial steps proposed in generally the order they are suggested is critical. They are necessary accomplishments to provide the opportunity to succeed in the later steps as the local and national economies improve, as Platte County continues to grow and prosper, and as the golf market regains some of its balance and viability.