

aboutGOLF®

# CREATING HALF A MILLION IN ANNUAL WINTER REVENUE

## HAYDEN LAKE COUNTRY CLUB

The Hayden Lake Country Club, home of the oldest course in Idaho, is steeped in history and tradition. According to Leslie J. Hintz, GM & COO of Hayden Lake Country Club, "Since its founding, the club has experienced a colorful past. We have hosted a sitting President (William Howard Taft), served as the location for a silent film, and functioned as the officers' quarters for Farragut Naval Base on Lake Pend Oreille during World War II. The HLCC golf course, having been completed in 1912, was the first 18 hole layout in Idaho and has continued to be the mainstay since the turn of the century."

### THE CHALLENGE

Two major factors inspired Hayden Lake Country Club to make a change. Typical for the northern United States, inclement weather in the winter makes it impossible to play golf outdoors. "In Coeur D'Alene, the golf season only runs from April to September. Being so close to town and adjacent to winter activities, we knew there was more potential for the offseason. We needed to find something new to draw people in," said Hintz.

Hayden Lake Country Club also wanted to attract a younger demographic and engage the entire family. They added pickleball, bocce ball, and even winter deals with local gyms. But something was missing.

#### QUESTIONS?

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- Leslie J. Hintz, GM & COO

## **FATE STRUCK**

“We were at our annual board member retreat in November 2015 and at about 4:45 we finally approved going forward with a golf simulator project without knowing exactly where we were going to put them. At the time we had an old, rickety tennis shack that was on the turn. I’m not kidding when I say this,” Hintz assured us.

“At the same time, 4:45, the power goes out, and a tree falls on the tennis shack. This happened as we were debating tearing the tennis building down and rebuilding versus putting a teaching facility on the range. With the tennis shack destroyed, the decision was made for us. We designed a building to feature the two simulators and a full-service restaurant with a sports bar feel.”

They built the Red House in 2017 on the site of the tennis shack, just off the 9th hole. The Red House provides a place for instructors to teach juniors in the morning and full members in the afternoon. The Club hosts indoor leagues in the evening during the offseason. In the winter, Hayden Lake Country Club grooms cross-country trails that start and stop at the Red House, where they serve a variety of hot beverages.

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## WHY AG?

"After testing multiple simulators, aboutGOLF's platform outshone anything else we tried," said Hintz. aG worked closely with Hayden Lake Country Club on their Red House installation. "Installation was a breeze," said Hintz. "aG handled every detail."

aG also collaborated with Hayden Lake course architects, Tim Jackson & David Kahn of Jackson Kahn Design to render the Hayden Lake course with modifications they plan to make in the next 3-4 years. "Our members can play our course in their offseason leagues or warm up with a few holes before hitting the course during the regular season," said Hintz. "When we announced the future changes to the course are on the simulator, people got really excited. It gives them an opportunity to learn the course before it changes, and it gives prospective members a chance to try the future course before they sign up."

"When we got the machines, I spent a long time in November and jotted down everything yardage wise," said Matt Bunn, Director of Golf at Hayden Lake Country Club. "I played in a tournament over Thanksgiving, and the numbers were spot on. I know I can trust aG's data."

Bunn went on to say, "The aG simulators have provided an unbelievable value to our members. We're able to differentiate from other clubs in the area and draw in a wider demographic. Unlike a few years ago, we now have club activity 12 months out of the year."

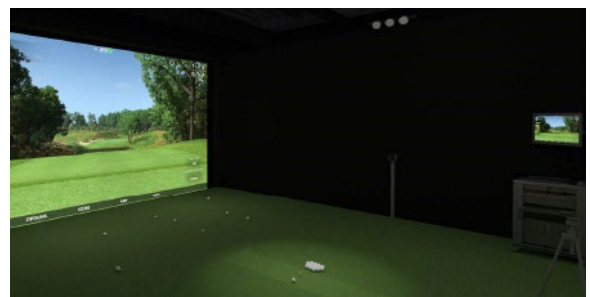
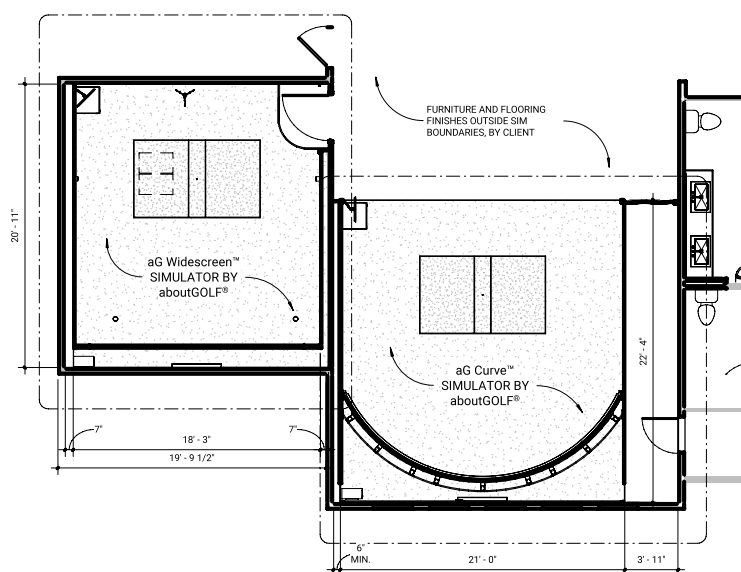
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# FROM FACILITY DESIGN TO COURSE RENDERING, AG IS HERE TO HELP YOU WIN THE GAME



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**“The aboutGOLF simulators at Hayden Lake Country Club have changed my golfing life! In the past, I had to put my golf game on hiatus during the winter months. Now my golf game stays in competition form. Not to mention, it gives us non-winter sports enthusiasts a spirit of real camaraderie while playing the different games available on these top-notch simulators.”**

- Jason Kelly, Hayden Lake Country Club Board Member

## THE RESULTS

- 1 2020 is projected to be a **\$0.5 Million revenue year** for the Red House.
- 2 In its second year, the Red House experienced **62% revenue growth** in beverage revenue and food revenue doubled.
- 3 In 2020, Hayden Lake Country Club expects **\$50K in revenue** from simulator rentals and indoor league fees.
- 4 The **average club membership age went from 61 to 55** since they introduced the Red House 2 years ago.
- 5 Before the Red House, Hayden Lake Country Club did not have a full roster of social members. Since the first 12 months, **both junior and social\* memberships are at capacity** and the waiting lists are full.
- 6 **Winter lessons increased 60-70%** with the simulators.
- 7 Golf club **sales in the offseason increased 50-60%** over prior years.

*\*Social members do not have access to play on the Hayden Lake Country Club course but do have access to the simulators.*

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**“I can’t say enough about the quality of the aboutGOLF simulator. I’m a 4 handicap and a former golf professional, and I can say with certainty that it accurately picks up spin and distance every time. It’s great to come out of the winter months and transition from simulator to green grass not only feeling like I don’t have to re-learn the golf swing, but that my game has actually gotten better during the off season.”**

- Greg Rowley, author of *Golf Naked: The Bare Essentials Revealed*

## **FUTURE PLANS WITH AG**

Because the aG Links simulators at Hayden Lake Country Club are always booked out in advance, they’d like to add two aG simulators in the near future. They also have plans to expand the Red House.

Hayden Lake Country Club uses the simulators for lessons with members of all ages, hosts weekly tournaments, and coordinates a winter league in the offseason. Their junior golf professional has developed a wonderful program for younger kids, and more simulator-based programs will be added as they expand. While it’s common to see a group of people crowded around the simulators in the evening, online tournaments will provide an even bigger draw.

Hintz uses the simulators as a marketing tool to book events during the regular season. The simulators are a popular feature for corporate BBQs, birthdays, engagement parties, and other functions.

“I’ve been more than happy with our investment. Our projected incremental revenue numbers were blown out of the water. aG has been an excellent business partner from installation to ongoing support. We’re excited about their roadmap and plan to incorporate some upcoming changes into our schedule,” says Hintz.

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