



## Parks, Recreation & Cultural Affairs

# Ironwood Golf Course Marketing Recreation, Cultural Affairs and Public Works Committee

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# 2013 Ironwood Marketing Strategies

- 3 TV Commercials on Golf Channel
  - Received 1 commercial an hour daily for 8 months
- Expanded use of email blasts/ Facebook/Twitter for monthly specials
- Partnered with Golf Now to use online booking capabilities and implementation of tee sheet specials
  - Included free advertising on local ESPN radio station with “Get My Perks” special every quarter

# 2013 Ironwood Marketing Strategies

- Partnership with UF to keep golfers locally instead of going elsewhere
- Advertised in local publications:
  - The Alligator, Gator Greenbacks, Best Deals, Mini Mint, Senior Times, Campus Special, etc.
- Utilize Frequency of Play Punch Card during slower months

# 2014 Ironwood Marketing Strategies

- **Expand Golf Now Partnership:** allows for control of e-mails, mobile AP that includes GPS and online booking, own web page, banner ads on regional search engine.
- Continue TV Spots and incorporate some radio ads into Ocala market.
- Continue discount specials and adjustable rates to increase play during slower or open tee times.
- Continue ads in local publications and UF Partnership.
- Continue Frequency of Play Punch Card.
- Expand programs for youth, ladies and seniors.
- Expand leagues, clinics, lessons, etc.
- Implement quarterly customer appreciation days.

# Current Food & Beverage Operations

- Concession menu includes hot dogs, pizza, sandwiches and snacks (chips, candy bars, etc.).
- Generated \$168,609 in FY13
  - Expenses for concessions were \$93,708
  - Profit from concessions was \$74,901
- In 2010 the City released an RFP for restaurant operation but no responses were received.

# Future Food & Beverage Plans

- Expand snack bar type menu to include weekend barbeque grill menu.
- Explore partnership with private entities such as Dominos to offer name brand pizza.
- Explore other expansion options such as fried foods for lunch time crowd.

# Ironwood Golf Course Marketing

Questions? Comments?