

Desert Peaks
CAMPAIGN IDEAS



Objectives

Increase
COMMUNITY ENGAGEMENT
with the golf course



Increase
DAILY GOLFERS
by

20

BREAK-EVEN

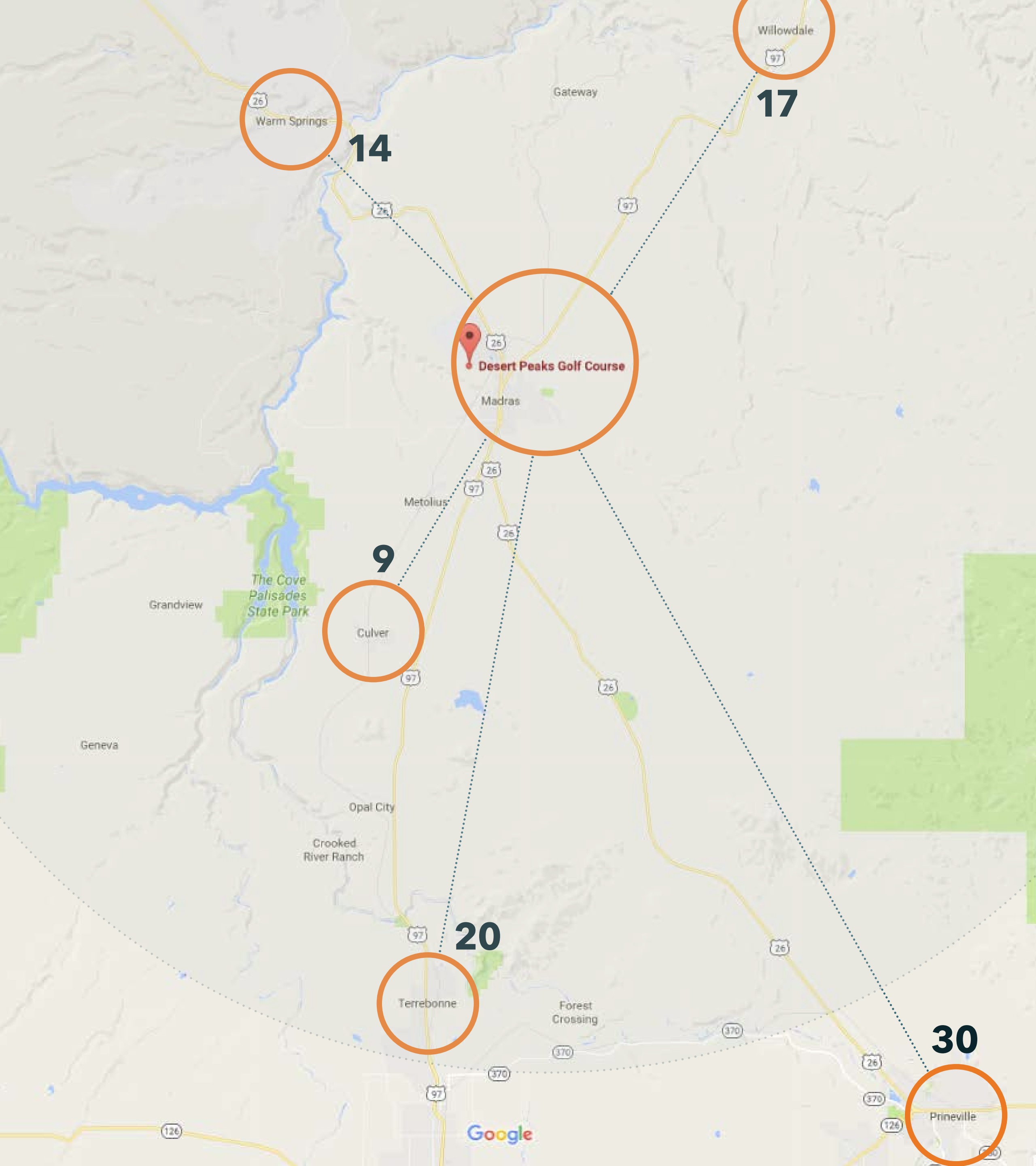


Increase
ANNUAL MEMBERSHIPS
from 80 to 170-200



Relevant Demographics

Demographics	Male	10%	Female	10%	Combined
65-84	208	21	274	27	48
55-64	273	27	282	28	55
45-54	382	38	346	35	73
30-44	566	57	598	60	117
20-29	385	38	447	45	83
Totals	1814	181	1947	195	376



Audience Segments

- 1. Madras Residents:** Approximately 376 potential customers on any given day
- 2. Nearby Residents:** Focus on the cities of Culver, Warm Springs, Willowdale, Terrebonne, Crooked River Ranches and Prineville
- 3. Vacation Tourists:** Focus on tourist lodging, activity and sightseeing spots in Redmond, Sisters and Bend.
- 4. Brand New Residents:** Purchase lead list of new residents in Central Oregon and send direct mail

Competitor Breakdown: *Core Pricing*

25 Mile Radius Courses	Weekday \$	Weekday \$	Weekend \$	Weekend \$	Twilight
	9	18	9	18	
Desert Peaks Golf Course	\$12	\$19	\$14	\$22	n/a
Smith Rock Golf Course & Driving Range	\$10	\$10	\$16	\$16	n/a
Eagle Crest Resort	\$39-49	\$40-74	n/a	n/a	\$29-49
Crooked River Ranch Golf Course	\$24	\$43	\$29	\$50	\$18/33
Meadow Lakes Golf Course	\$19	\$35	\$23	\$41	\$16/26
Prineville Golf Club	n/a	n/a	n/a	n/a	n/a
Brasada Canyons Golf Course	\$114	\$164	n/a	n/a	\$94/134
Kah-Nee-Ta Resort	\$20-25	\$35-40	n/a	n/a	n/a
Greens at Redmond	\$22	\$32	n/a	n/a	\$25
Juniper Golf Course	n/a	\$65-76	n/a	\$71-82	\$40-50

Competitor Breakdown: *Extra Pricing*

25 Mile Radius Courses	Driving Range	Power Cart Fee 9.18.16	Club Rental 9.18.16	Mini-Golf
Desert Peaks Golf Course	no	\$12/22	\$6/10	no
Smith Rock Golf Course & Driving Range	yes	n/a	n/a	no
Eagle Crest Resort	yes	\$12/17	\$25/45	putting course
Crooked River Ranch Golf Course	yes	\$10/16	\$12/30	no
Meadow Lakes Golf Course	no	\$10/16	n/a	no
Prineville Golf Club	no	n/a	n/a	no
Brasada Canyons Golf Course	5 acre facility	included in greens fee	\$65	no
Kah-Nee-Ta Resort	no	\$15/30	n/a	no
Greens at Redmond	no	\$14/20	\$10	no
Juniper Golf Course	no	included in greens fee	unknown	no

Competitor Breakdown: *Memberships*

25 Mile Radius Courses	Membership Required	Membership Fee
Desert Peaks Golf Course	no	\$450/year
Smith Rock Golf Course & Driving Range	no	n/a
Eagle Crest Resort	no	\$1,000-2,800/year
Crooked River Ranch Golf Course	no	\$800-1400/year
Meadow Lakes Golf Course	no	\$900-1825/year
Prineville Golf Club	yes	\$145/mo
Brasada Canyons Golf Course	yes or resort guest	\$528/mo + \$25k deposit
Kah-Nee-Ta Resort	no	starting at \$500/year
Greens at Redmond	no	\$750/year
Juniper Golf Course	no	\$1100-2090/year

Competitor Breakdown: *Other Insights*

25 Mile Radius Courses

Bonus

Desert Peaks Golf Course

2 for \$15 Monday 9-holes

Smith Rock Golf Course

Par 3 Course

Eagle Crest Resort

17 and under play free w/ paying adult after 2-3p. Several other promos focused on junior golfers

Crooked River Ranch Golf Course

Disc Golf, most spectacular golf hole in Oregon, the most competitive annual pass rates in Central Oregon

Meadow Lakes Golf Course

Prineville Golf Club

Semi-private 9 hole course

Brasada Canyons Golf Course

Bend's premier golf course, known for privacy, no two holes run parallel, 5-acre practice facility incl. in greens fee

Kah-Nee-Ta Resort

They price their annual memberships and cart rentals by the day rate.

Greens at Redmond

Nature paths, Wine & 9 (9 holes for 2 people & a bottle of wine for \$30), Thirsty Thursdays (\$25 for 9 holes and 2 beers), Kids under 10 free

Juniper Golf Course

08/09 best places to play Golf Digest, host of the 07 & 10 Oregon open, \$10 discount for Redmond residents, Super Twilight \$26

External Site Descriptions

Golf Oregon

Nine Peaks Golf Course, located in Madras, is a Public course. From the back tees, the course will challenge even the best of golfers . Nine Peaks opened in 1962.

GolfLink

The 9-hole “Desert Peaks” course at the Desert Peaks Golf Club facility in Madras, Oregon features 3,231 yards of golf from the longest tees for a par of 36 . The course rating is 67.2 and it has a slope rating of 110 on Blue grass. Desert Peaks golf course opened in 1992. Dean Ditmore manages the course as the Clubhouse Manager.

Central Oregon

None

Visit Bend

None

Desert Peaks

Desert Peaks Golf Club is a 9-hole course owned by The City of Madras and is open to the public year around, weather permitting. Desert Peaks Golf Club is located near the airport and the industrial area, just north of Madras. It features wide open spaces with beautiful views of the mountains. A family oriented course, it offers challenges to all golfers. The pro shop and clubhouse were completed in the fall of 2003, followed by a new putting green.

Oregon Golf

The 9-hole Desert Peaks Golf Club in Madras, OR is a public golf course that opened in 1962. Desert Peaks Golf Club measures 3231 yards from the longest tees and has a slope rating of 116 and a 34.6 USGA rating. The course features 3 sets of tees for different skill levels.

Similar Campaign Examples

COURSE

CAMPAIGN/PROMO

PRICE

Lake Wilderness in Maple Valley

Annual membership for unlimited golf at 13 city courses

\$1,925

Eagle Crest

Features guest's social media posts on website

Free

Randall Oaks in West Dundee, IL

Offers Pig Roasts, BBQ's for group outings

\$112 per player

Black Butte Ranch

Family Golf Nights

\$60

Black Butte Ranch

Free SNAG classes for kids

Free

Hagerstown Greens

Seasons passes for city residents

\$300-425

City Of Meadowbrook

Seasons Passes/every skill level plays here....

\$250-410

Fargo Golf

No twilight. "Quick round over lunch, try the 3 hole loop at Osgood."

\$10.50

Juniper Golf Course

Oregon Trail Sisters Clubs: discounted rates thru Juniper only

Members Only



Desert Peaks

The “Everymans” Course

The Everyman

Driven by a need to feel a sense of belonging, the Everyman believes that everyone matters equally, regardless of status, age, ethnicity or creed. Like a good neighbor, the Everyman seeks to do the right thing, with no need for heroics or adventure. This archetype understands that joy can be found in what may be called ordinary or normal, and sees the virtue in the appreciation of each moment for its own sake. The Everyman is practical, down to earth, accessible, dependable, kind and in general can be described as “real.”

Desert Peaks is an everyman’s course. It’s a course that doesn’t take itself too seriously. A course for the rest of us. Desert Peaks breaks down traditional barriers to enjoying and participating in golf: skill level, price, crowds & reservations, age, etc.

STRENGTHS:

Great strength of character. Faithfulness. Supportiveness. Usefulness. Functionality. Resourcefulness.

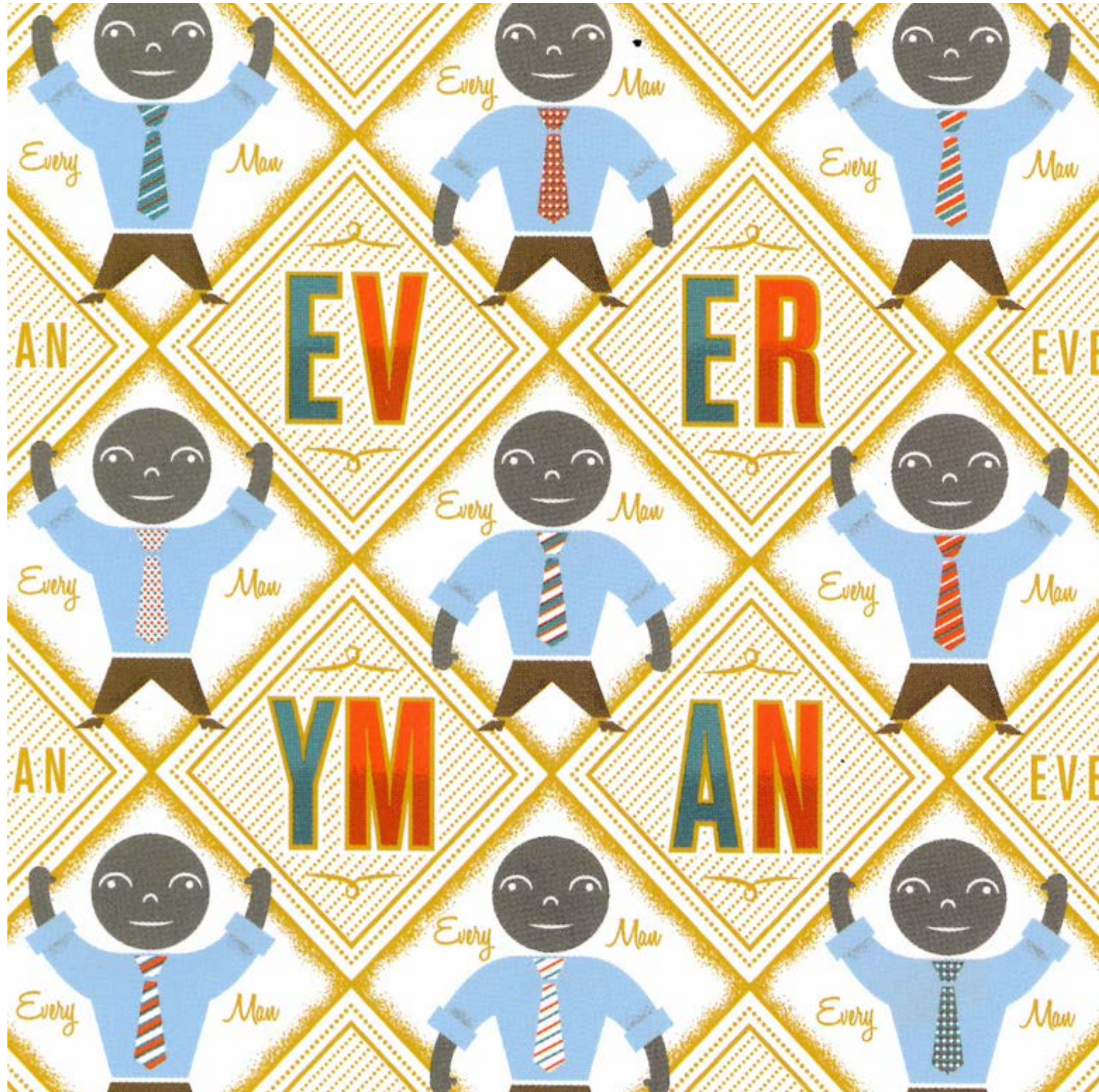
CHALLENGES:

Unevolved behavior. Ignorance. Preoccupation with the basic routines of life. Lack of future focus.

POPULAR EXAMPLES:

Rachel Ray. Cheers. MetLife Insurance. Trader Joe’s. AAA. Craigslist.

The Everyman: *Your Personality*



**How you dress and talk.
The impression you leave
behind for partners and
customers.**

IS

*Everyday
Welcoming
Relatable
Approachable
Timeless*

IS NOT

*Technical
Analytical
Formal
High-End
Glamorous
Idealistic*

Install signage on the major routes to the course.

Rather than a traditional driving range, consider building a practice facility.

This would include chipping greens, bunkers, approach shots, putting. It would not require a fence or netting and thus would not obstruct views.

Install a large outdoor deck area which can be used year-round.

This area could be equipped with covered seating, heated benches, craft beer garden and room for food trucks. See “The Lot” in Bend as an example.

Refresh your website to increase your digital presence.

Campaign Ideas: *Events/Partnerships*

**Seek partnerships with
the high school, airport
and museum**

Live music nights

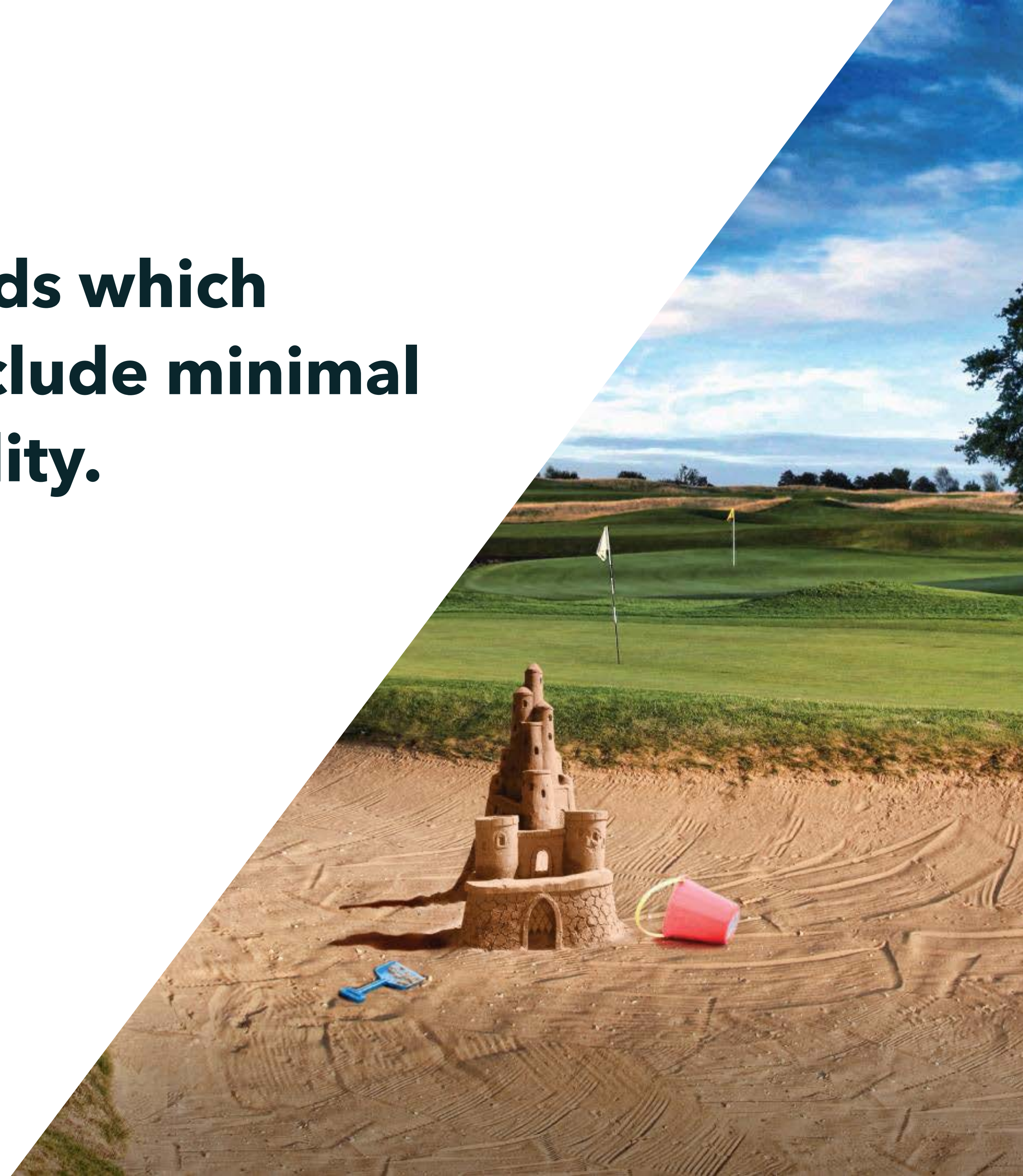
Path to Par

6 week lesson program to encourage new golfers.

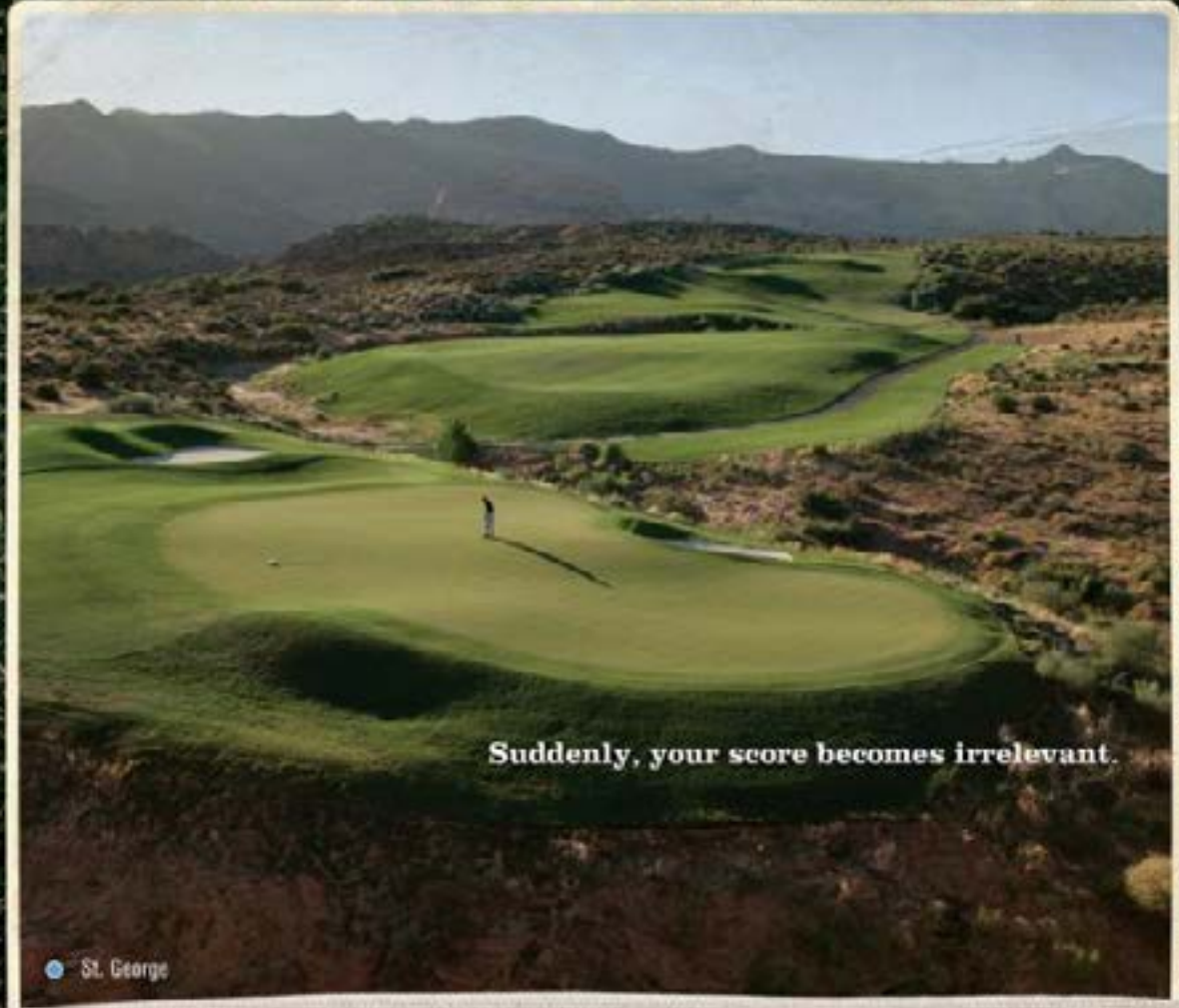
**Closest to the pin on the
Paramount hole**

Campaign Ideas: *Advertising*

Simple and straightforward ads which showcase your course and include minimal text emphasizing the playability.



Campaign Ideas: *Advertising*



Suddenly, your score becomes irrelevant.

St. George

WITH SURREAL SETTINGS OF ALPINE AND PANORAMIC RED ROCK, UTAH GIVES ONE OF THE OLDEST GAMES EVER PLAYED A WHOLE NEW MEANING.

- Park City: Some of the most premier alpine golf in the west.
- St. George: Year round golfing amongst beautiful red rock mesas.
- Wasatch Front: Over four dozen mountain courses from the surprisingly affordable to the most exclusive.

UTAH
LIFE ELEVATED

www.utah.travel | 1-800-200-1160


Answer the call. Get a free vacation guide.
800 733 6396 newmexico.org

a dogleg left

so long it should have been a giraffe-leg left. I positioned myself over the ball and waggled. I waggled again. Me staring at a white ball when there was all this beauty around me felt wrong. So I looked down the fairway to the mountains beyond and I just swung. My ball didn't make it to the mountains. Perhaps next year. But it went far enough to land in a place that became one of my fondest memories ever.

NEW MEXICO
LAND OF ENCHANTMENT
TOURISM DEPARTMENT

is calling.



Campaign Ideas: *Advertising*



Campaign Ideas: *Advertising*



Today, let your inner child play.

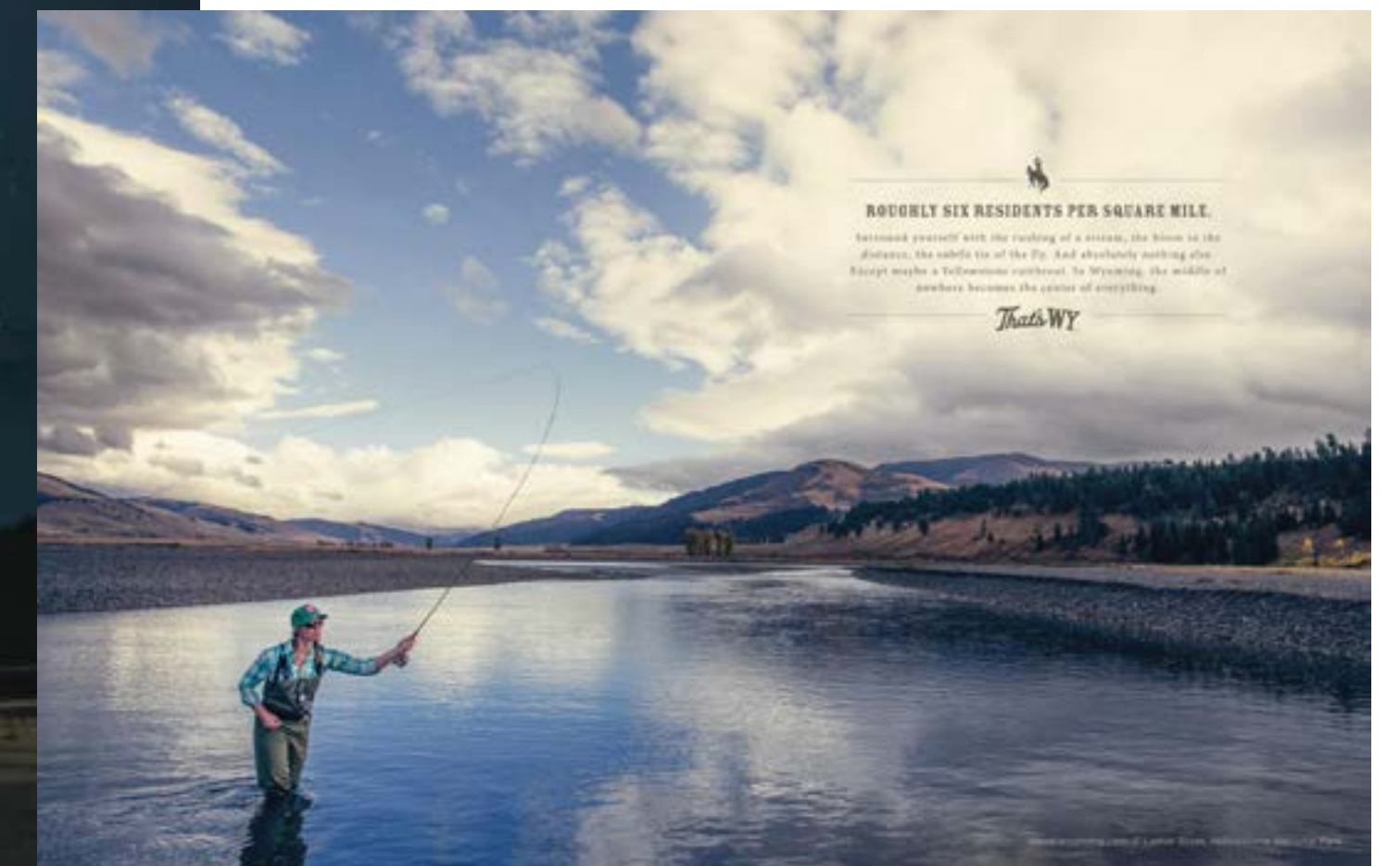
Montreal Audi Dealers proudly support the CHU Sainte-Justine Foundation.

Today, let your inner child play.

Montreal Audi Dealers proudly support the CHU Sainte-Justine Foundation.

09.15.16

Campaign Ideas: *Advertising*



Campaign Ideas: *Advertising*

Kids free everything.

Run ads specifically targeting parents with kids.



Campaign Ideas: *Advertising*



Campaign Ideas: *Advertising*



Campaign Ideas: *Advertising*

**Comic book drawings with
an on-going story.**



Campaign Ideas: Advertising

ADVERTISEMENT
ADVERTISEMENT

DRIFTING WITH DEATH IN SHARK RIVER

A TRUE EXPERIENCE OF MR. AND MRS. THOMAS O'ROURKE, BRYAN, TEXAS

AFTER A DAY'S FISHING IN THE GULF, WE HAD TIED UP IN SHARK RIVER FOR THE NIGHT. THE SUN HAD DIPPED BEHIND THE HORIZON AND IN THE VELVET DARK, LITTLE WAVES LAPPED AT THE BOAT. SUDDENLY I HEARD A SCREAM! MY WIFE HAD SLIPPED ON THE WET DECK. I HEARD HER HEAD STRIKE HARD AS SHE WENT OVER THE SIDE!

JIM...HELP! ROBYN'S OVERBOARD...HIT HER HEAD...SHE'S UNCONSCIOUS! I'M GOING IN!

I'M RIGHT BEHIND YOU!

BY SHEER LUCK I FOUND ROBYN IN THE PITCH BLACK WATERS. I HAILED JIM AND THE TWO OF US STRUGGLED TO HOLD HER UP. BUT THE OUT GOING TIDE HAD US IN ITS GRIP! WE COULDN'T FIGHT AGAINST IT WITH ROBYN IN OUR ARMS.

QUICK, JIM! TRY TO GET BACK TO THE BOAT AND PICK US UP! IT'S OUR ONLY CHANCE!

I FOUGHT THE CURRENT. AT LAST LIGHT FLASHED ACROSS US...JIM HAD SPOTTED US WITH HIS FLASHLIGHT. IF THOSE MUCH-USED BATTERIES WOULD LAST, WE HAD A CHANCE. THEN NEW DANGER STRUCK... A SHARK. I SNATCHED MY FISHING KNIFE AND STRUCK...

TOM, DARLING, YOU'RE WONDERFUL. YOU SAVED MY LIFE.

NOT ME DEAR, THANK JIM.

GIVE THE CREDIT TO THOSE "EVEREADY" BATTERIES. THEY'VE BEEN USED A LOT BUT YOU CAN DEPEND ON THEM TO LAST AND LAST. THEY REALLY HAVE "NINE LIVES"

NEW! IMPROVED!

"EVEREADY"

The Battery with "NINE LIVES"

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

"Eveready", "Nine Lives" and the Cat Symbol are registered trade-marks of Union Carbide and Carbon Corporation

I SELL THE NEW "EVEREADY" BATTERY EXCLUSIVELY IN MY STORE AND SALES ARE WAY UP. THIS NEW BATTERY IS A BEAUTY. IT LASTS LONGER... AND IT'S GUARANTEED!

PETE LIEBERMAN,
Southern Electric Co.,
318 W. Adams Street,
Jacksonville, Florida

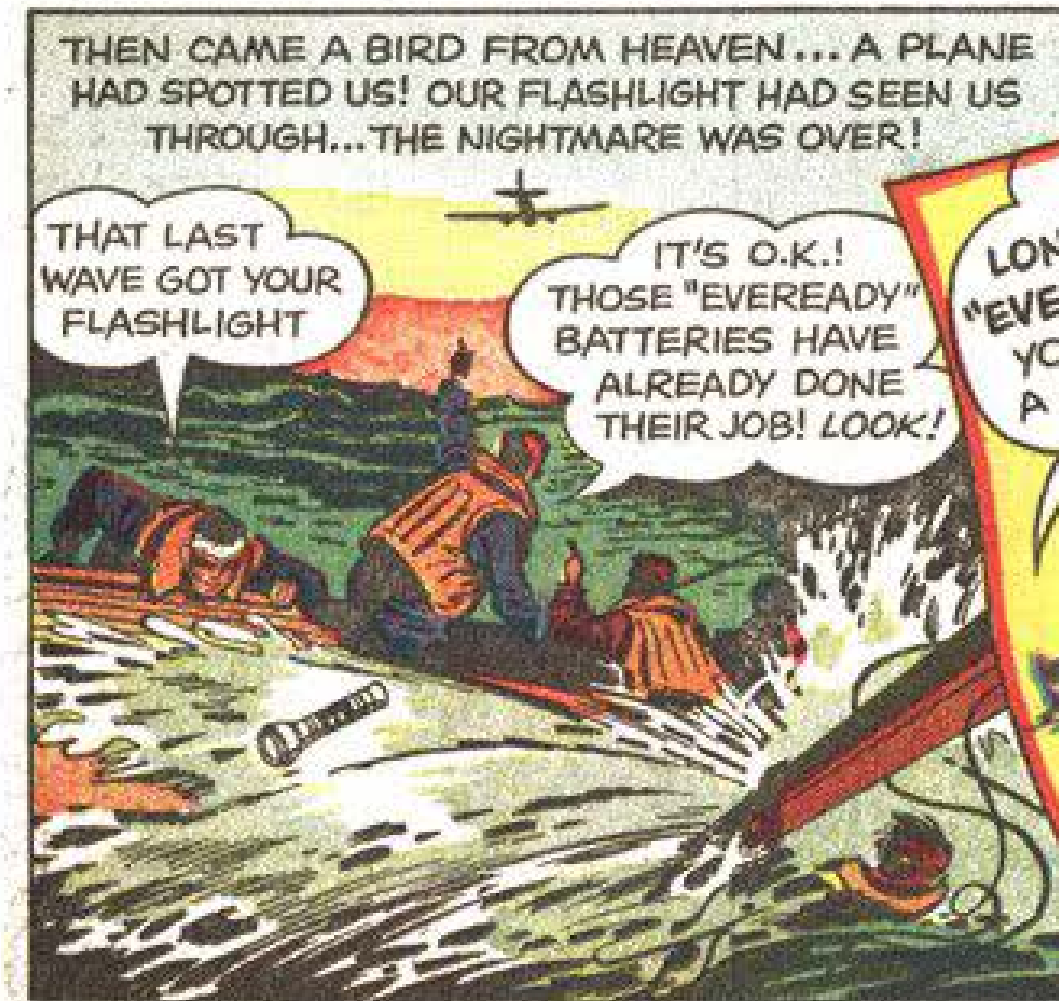
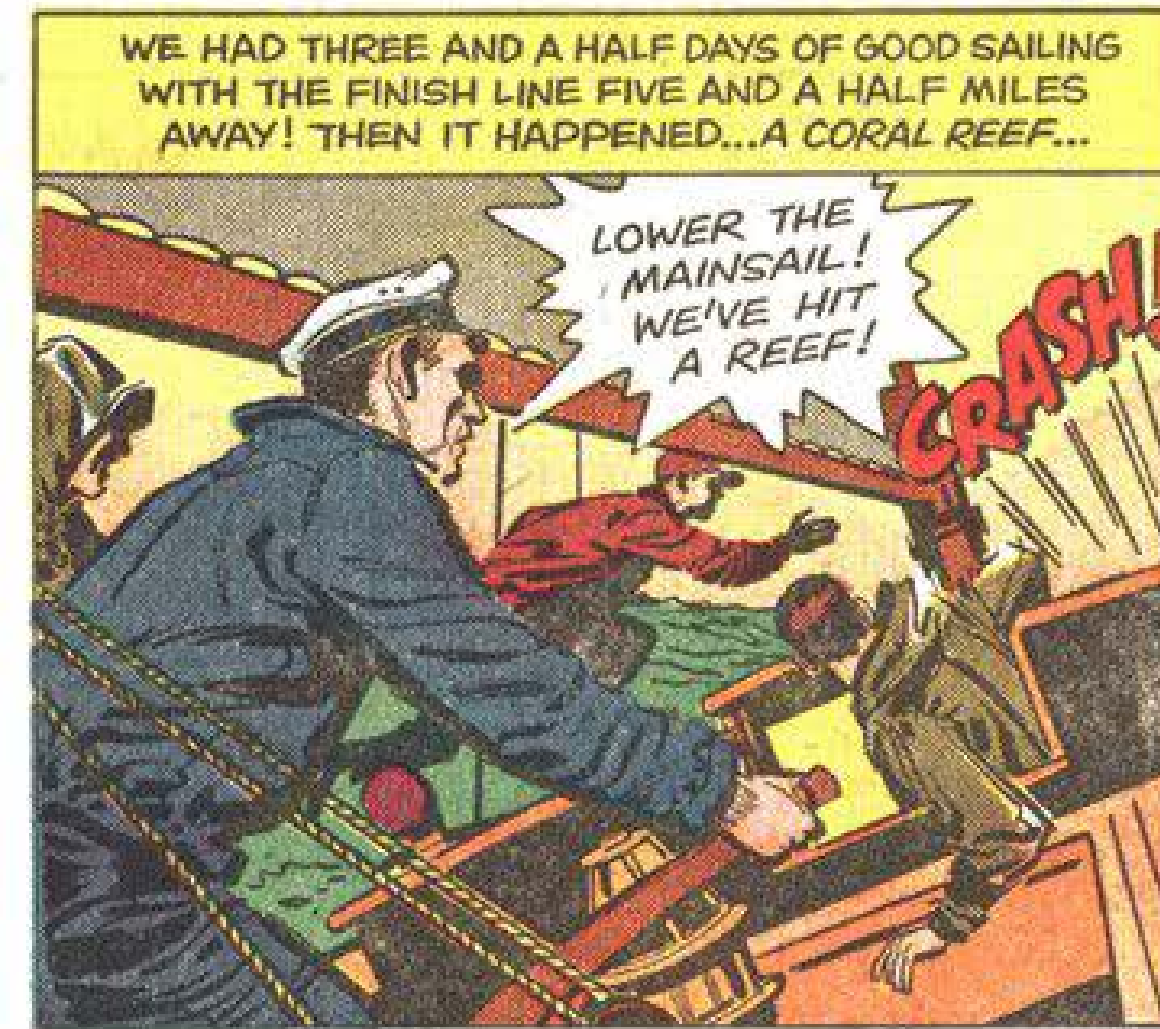
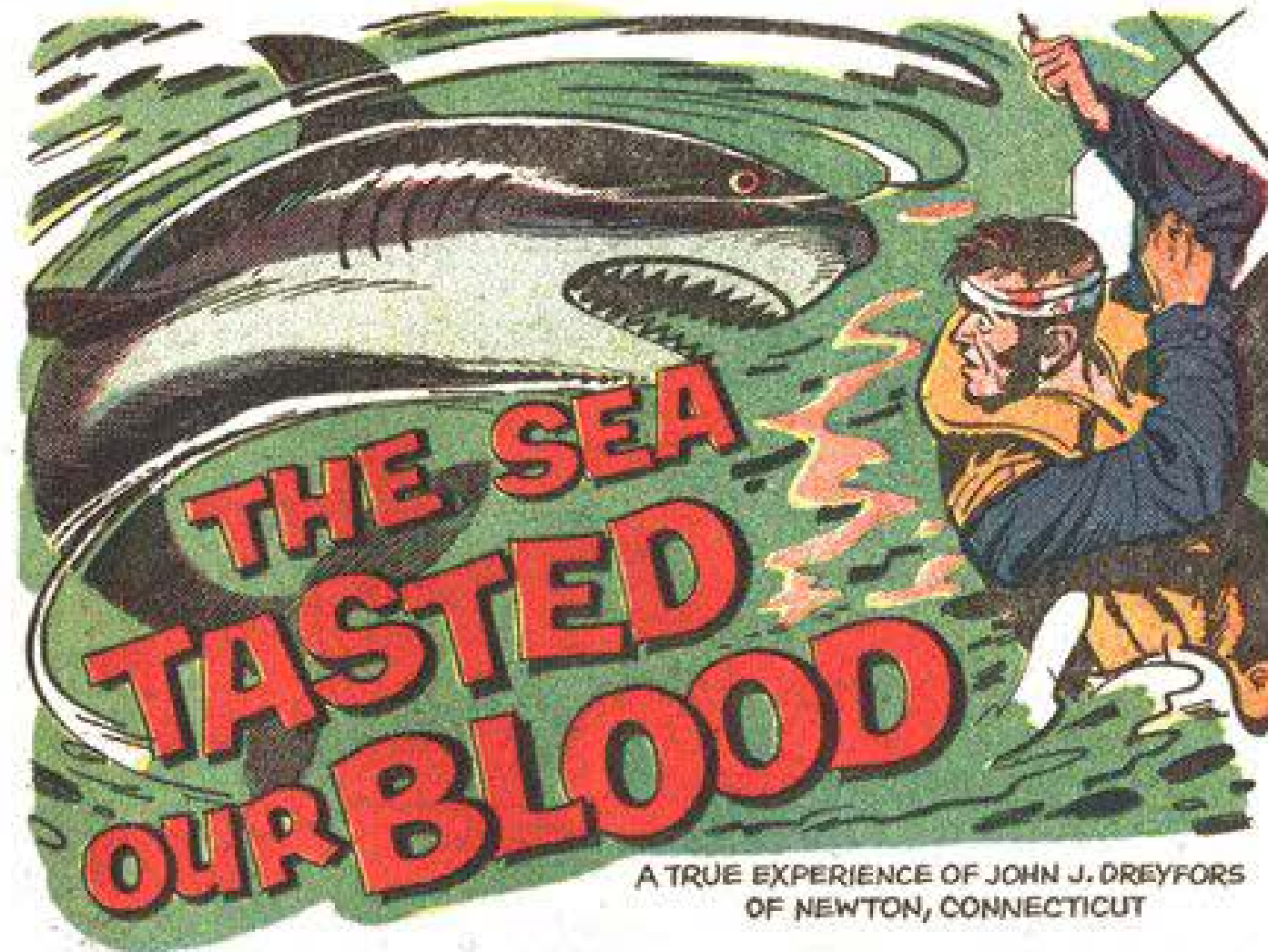
GET THE NEW IMPROVED LONGER-LASTING "EVEREADY" "NINE LIVES" BATTERY. IT'S GUARANTEED! YOUR FLASHLIGHT AND BATTERIES REPLACED FREE IF EVER DAMAGED BY THIS GREAT NEW BATTERY

* LONGER LIFE—In every kind of service, as proved by all standard battery tests!

* GUARANTEED—Flashlight with batteries replaced free if damaged by this battery! (Read label).

* NO RATTLE—Sturdy, new, cat-quiet, vinyl-coated jacket—crimp-sealed, top and bottom!

Campaign Ideas: *Advertising*



"EVEREADY"

BRAND

THE LEAKPROOF BATTERY WITH **"NINE LIVES"**

GUARANTEED: Your flashlight and batteries replaced free if damaged by this "Eveready" battery!

YOU NEVER GET A DUD WITH "EVEREADY"

NATIONAL CARBON COMPANY
Division of Union Carbide Corporation
30 East 42nd Street, New York 17, N. Y.

"Eveready" and "Nine Lives" with the Cat Symbol are registered trade-marks of Union Carbide Corporation

Next Steps

Prioritize Ideas

Stack rank based on difficulty, cost & impact

Gain Buy-In for Campaign Initiatives

Present to City Council for Budget Approval

Begin the Work

Research and hire vendors, following proper city protocols

THANK YOU

