



2021 Action Plan



Second half of Fiscal Year 2020-21 (1/1/21-6/30/21)

Action Item/Strategy	Owner	Due Date	Status	Notes
General				
Distribute monthly Marketing Snapshots to Kimberly, who shares them with the Golf Sub-Advisory Committee	Mary Kate Walsh	By the 15th of each month	In progress	Mary Kate provides a high-level overview of these reports during all Golf Sub-Advisory Committee meetings.
Review new pricing and punch card rollout and timeline	Matt Allen & Bruce Perez	1/31/21	In progress	Matt and Kimberly to review this. Will finalize timeline so Mary Kate and Bruce can prepare communication accordingly.
KemperSports contract renewal	Matt Allen	3/19/21	In progress	
Daily Fee Golf - Community (Resident) Engagement, Course Events & Leagues				
Schedule monthly creative events for the remainder of the fiscal year	Bruce Perez & Mary Kate Walsh	1/31/21	In progress	The 9-hole, 2-person scramble has been a well-received, successful format. We will continue with this format and develop other formats and events, incorporating the food trucks and other unique food & beverage offerings to appeal to different audiences. The finalized calendar will be shared on our website, via social media and in residential newsletters and water bill stuffers.
Rebrand the forward tees as the family tees at the course	Bruce Perez	3/31/21	In progress	The Northern California Golf Association will re-rate the entire golf course. Bruce will order new scorecards accordingly and he and Mike will repaint the current red tees to green. Once this is complete, Bruce & Mary Kate will remarket the golf course as the neighborhood, family-friendly course in Yolo County and try to incorporate more family-focused, parent/junior events.
Explore future revenue-sharing opportunities with the food truck owners to generate additional bottom line F&B revenue	Bruce Perez & Matt Allen	Spring 2021	Not started	Bruce to approach the conversation with his contact at SactoMoFo
Continue to foster leagues and explore exclusive events for league players	Bruce Perez	Spring-Summer 2021	In progress	League start dates will depend on aeration schedule, which Bruce and Mike will confirm. Likely first or second week of April. Bruce and league leaders to meet in late January to finalize schedules.
Explore potential Memorial Day golf tournament in support of Folds of Honor	Bruce Perez & Mary Kate Walsh	5/31/21	Not started	KemperSports is a national supporter of Folds of Honor and the strongest supporter among all golf management companies. Folds of Honor is a nonprofit organization that helps the families of fallen and disabled service members with educational scholarships.
Consider incorporating more fundraising as part of our events, such as for supporting local animal shelters	Bruce Perez & Mary Kate Walsh	Ongoing	Not started	
Explore partnering with a local winery or "wine truck" for a creative "Wine and Nine" event (dependent on COVID gathering guidelines and beer/wine/liquor laws)	Bruce Perez & Mary Kate Walsh	6/30/21	Not started	Bruce to contact local wineries and wine trucks to explore options
Continue to partner with food trucks, offering various food options to Wild Wings golfers and residents on a weekly basis	Bruce Perez	Weekly	In progress	Bruce posts schedule on social media and sends emails to the customer database, and Mary Kate lists all food truck nights as events on the Wild Wings website
Offer strategic resident promotions and events	Bruce Perez & Mary Kate Walsh	Ongoing	In progress	Resident twilight events to be scheduled each month beginning in April; offer resident exclusive punch card; organize an email list in ChronoPitch; explore door handle printed promotions; continue to communicate with residency via Wild Wings water bill stuffer
Daily Fee Golf - Player Development				
Explore implementing a PGA Jr. League as allowed within state and county COVID-19 guidelines	Bruce Perez	2/28/21	Not started	PGA Jr. League is encouraging their Captains to adhere to the guidelines from their state or local health officials. They will continue to provide COVID-19 Program Guidelines for those Captains who need to make modifications to their PGA Jr. League programming. Player registration will be available February 1, 2021.
Outreach to local schools for junior-specific programming, especially during spring breaks and school holidays	Bruce Perez	Spring 2021	In progress	Dixon, Woodland, Davis, Esparto, Guinda. We need to capitalize on the likelihood that many parents will still be working from home and not traveling with their kids. Bruce already contacted schools in 2020 for other partnership opportunities and will look to work with them in 2021 based on COVID guidelines. The high school players would be great to assist with a future junior program and could even be golf shop staff members if they are 16 or older.
Continue to serve as a Youth On Course facility and honor \$5.00 rate for all juniors	Bruce Perez	Daily	In progress	Juniors can also play free with a playing adult Monday-Thursday after 12pm
Daily Fee Golf - Technology Solutions				
Offer new punch cards through Lightspeed	Bruce Perez, Matt Allen & Mary Kate Walsh	Spring 2021	In progress	Resident 20-round punch card and non-resident 20-round punch card; A 9-hole round is one punch and an 18-hole round is a double punch. They are valid any time Monday-Thursday and Friday-Sunday after 1PM. Excludes cart but four complimentary 9-hole cart riders are included. We have special pricing for resident and non-resident 9- and 18-hole carts. Final pricing and details for punch cards is still TBD as of 1/21/21.
Improve data capture via online bookings and ability for playing to create online profiles. Tactics include: require email addresses for all online bookings; require email address for at least one player when checking in at the golf shop; explore third party relationships as needed based on demand in the slower seasons	Bruce Perez & Golf Shop Staff	Ongoing	In progress	Third party partnerships to consider: Golf Moose, Living Social, Spark Golf, Groupon, ClickItGolf, etc. Bruce to continue to coach staff on acquiring email addresses.



Uniquely dedicated. Distinctly different. Custom Property Management

Clubhouse - Merchandise				
Offer bundled gift sets for Father's Day (June 20, 2021)	Bruce Perez	5/20/21	Not started	Will promote one month prior to Father's Day
Move items and displays in the golf shop to give it a fresh look and follow holidays and themes	Bruce Perez	Monthly	In progress	Bruce to continue improving the golf shop and rotate product on a seasonal basis
Implement bundling strategies during underutilized times	Bruce Perez	Ongoing	Not started	
Increase data capture and spend with customers through a variety of strategies, including: employ bounce back promotions to incentivize day-of purchases; train customer service staff to routinely upsell utility items such as golf balls, gloves and tees, and make sure staff are educated on the products sold in the golf shop	Bruce Perez & Golf Shop Staff	Ongoing	In progress	Bruce to continue to coach his staff on upselling products and capturing email addresses from all customers. Bruce to employ bounce back promotions for day-of purchases when appropriate.
Sales & Marketing - Website				
Continue to add fresh content to the website	Mary Kate Walsh	Ongoing	In progress	Pages on the website were restructured at the end of 2020; added a page for The Nest with messaging about maintenance and repairs
Post all events and food truck schedule in calendar on Upcoming Events page on our website	Mary Kate Walsh	Ongoing	In progress	https://www.wildwingsgolf.com/upcoming-events/
Actively promote the website online booking engine as the preferred method of booking tee times to increase number of rounds booked on website	Bruce Perez	Ongoing	In progress	Include link to book tee times in all email campaigns
Continue to use website pop-up feature for updates, news and events	Mary Kate Walsh	Ongoing	In progress	
Sales & Marketing - Email Marketing				
Create more targeted email segments, including Golf Sub-Advisory Committee members, Woodland residents, league participants, etc.	Bruce Perez & Mary Kate Walsh	1/31/21	In progress	Will send targeted campaigns to segments based on relevant content
Import GolfNow customer database into ChronoPitch and encourage these players to book directly on the Wild Wings website the next time they play	Bruce Perez & Mary Kate Walsh	Monthly	In progress	Will create a segment specifically for these customers and send them targeted email campaigns
Continue to implement monthly email content calendar	Bruce Perez & Mary Kate Walsh	Monthly	In progress	Bruce and Mary Kate review this during their weekly meetings each month; Bruce is responsible for building and sending all emails
Maximize use of new and improved email marketing platform, ChronoPitch	Bruce Perez & Mary Kate Walsh	Ongoing	In progress	Establish customer loyalty through drip and nurturing campaigns
Continue to employ strategies to increase the size of email database	Bruce Perez & Mary Kate Walsh	Ongoing	In progress	Improve data capture; in December 2020, we created a form for e-club signup and displayed it prominently on our website as a tactic to grow our email database
Sales & Marketing - Social & Digital Media				
Continue to implement monthly social media content calendar	Bruce Perez & Mary Kate Walsh	Monthly	In progress	Bruce and Mary Kate review this during their weekly meetings each month; Bruce is responsible for posting with assistance from Mary Kate
Post content weekly on Nextdoor	Bruce Perez	Ongoing	In progress	Will use Nextdoor's advertising feature for new pricing and punch cards rollout in addition to new player development initiatives
Continue to use Hootsuite as a posting and reporting platform for all social media channels	Bruce Perez	Ongoing	In progress	
Use Advantage Marketing's services for social media paid advertising campaign	Mary Kate Walsh & Bruce Perez	Ongoing	Not started	Goals of the campaign: promote general awareness of the facility and encourage more online tee time bookings
Run paid ads and boosted posts on social media for events, food trucks, new pricing rollout, new punch cards and player development initiatives	Bruce Perez & Mary Kate Walsh	Ongoing	In progress	
Monitor all review sites and respond to reviews as appropriate	Bruce Perez & Mary Kate Walsh	Ongoing	In progress	Yelp, Google, Facebook and Golf Advisor
Sales & Marketing - Miscellaneous				
Explore advertising with The Daily Democrat as has been done in the past	Mary Kate Walsh	1/31/21	In progress	
Run 2021 National Golf Foundation GolfSAT customer satisfaction survey	Bruce Perez & Mary Kate Walsh	6/30/21	Not started	Send the survey sometime in June based on course conditions and amount of play
Continue sending post-play TrueReview survey and monitor and respond to all feedback and callback requests	Bruce Perez	Daily	In progress	Bruce is the lead on this and we share data in both the monthly Marketing Snapshot and Client Letter.
Signage: Continue to post signage throughout the facility for events, offers and COVID-19 updates and procedures; explore options for more directional signage as well as new signage off the highway and at the entrance to the course	Bruce Perez	Ongoing	In progress	Mary Kate to produce collateral in Canva for events
Continue to include Wild Wings content in water bills for residents	Mary Kate Walsh	Every other month	In progress	Next half-page sheet will be submitted by March 1st.