



Site preparation for the new "Cart Barn"

2017 COMMITTEE MEMBERS

Clem Smith (Chair)
Martha Duffy (Vice Chair)
John Crook
Jeff Williams
Bob Kingsbury
Tom Johnson
Jeff Williams

Review of 2017

Under the direction of Roman Greer, his staff, and the work of Superintendent of the Green, Shawn Fernandez, the Cranberry Valley Golf operation, completed another successful year. The success of the Hot Stove at CV, under Ron Leidner's watchful eye and the Bob Miller golf instructional component have both contributed enormously to the CV golf experience. This success will help to build into an even better year in 2018. Despite numerous "rain days" and its impact on revenues has been modest in the overall financial picture of operations. Play and participation by annual fee players has been very strong. In the new category of "young adult - ages 22-30" we have gained an additional 28 members. Increased participation of this demographic is crucial. Junior golf and its promotion has also been consistently strong. The desire to play CV by the public has been successful once again in all categories.

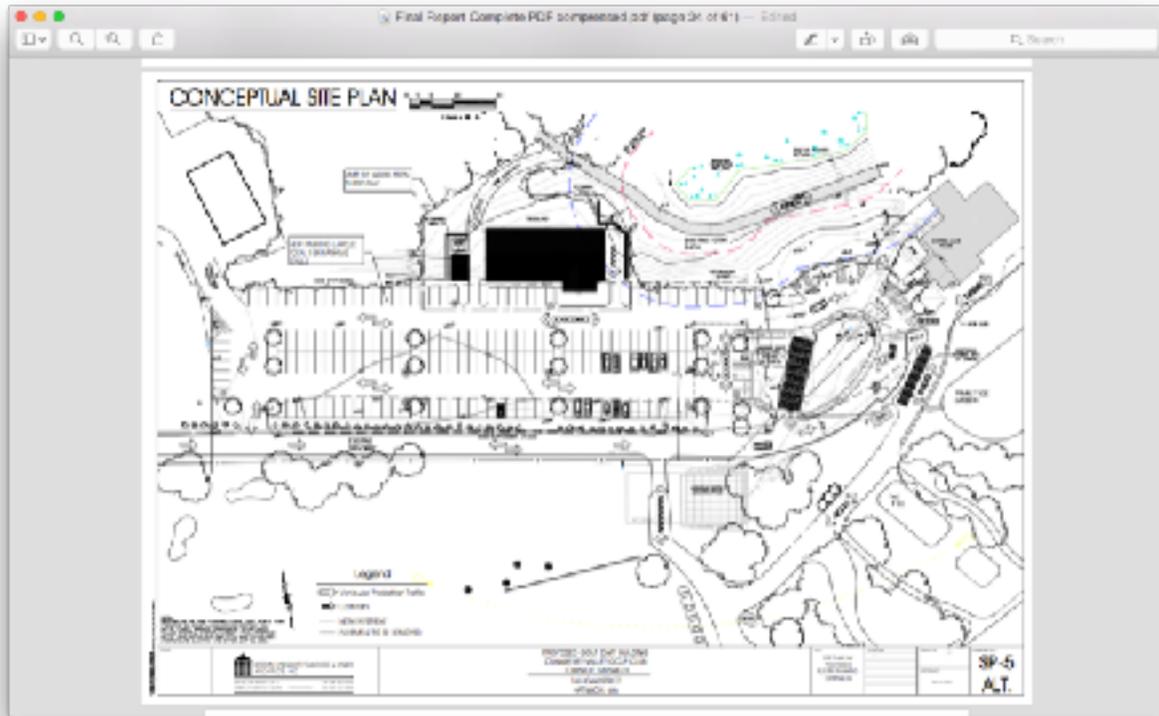
An example of this has come about with the hard work of Committeeman Tom Johnson on behalf of Veterans. The Golf Committee has committed to connect to the *Service Military Golf Association* (SMGA), a nonprofit agency dedicated to integrating the golf experience into the lives of disabled Veterans who served after 9/11. There is substantial research that identifies the game of golf as a positive factor in rehabilitation of PTSD victims and related military connected conditions. Under the agreement with SMGA disabled vets who desire to learn how to play golf can be trained at Cranberry Valley at no cost to them. Once trained in the fundamentals, each participant will receive a set of club and a bag provided by SMGA.

Annually there will be a golf outing for SMGA members to play with CV members. The first event was held this past May. The next is scheduled for May of 2018. The cost of play for SMGA members and for the luncheon was completely supported by private donations.

This effort to connect the town golf operation to our national respect for servicemen and women is well established. The driving range was dedicated to long time member, PFC Charles Mooney, a decorated WWII veteran. The clubhouse was dedicated to community volunteer Ray Jefferson, a former US Navy flier. Historically, Veterans have been a strong component of the membership base at CVGC.

This summer, in a proactive response to future projects that involve land use, the committee has adopted a "Land Use Policy". This will preserve and protect the last remaining real estate within the boundaries of the CVGC. At its inception, this property collectively was dedicated for use by the public for golf related and recreational purposes. This policy seeks to preserve that intent. Future plans may include a "Junior/Super Senior 3-hole course. Also, the possibility of a mega putting green that will provide practice opportunities for all and with the dual function as a "nursery" for the existing 18 greens.

This Spring Town Meeting authorized a multifaceted infrastructure renovation at CV. The framework is now in place for these improvements. This initiative is headed by Chris Clark and a task force represented by Sean Libby (Town Facilities Manager), Bob Cafarelli (Town Engineer), Roman Greer (Director of Golf), Shawn Fernandez (Superintendent of the Green), Link Hopper (Town Highway), and Clem Smith, (Harwich Golf Committee). Planning sessions have been ongoing since early Spring. Our 1.2 million dollar multi-phase project is finally underway. This includes: car park renovations to the existing parking lot with video security, new lighting, landscape and hardscape enhancements, a "solar array" component, an environmentally friendly water containment system, and of course a new cart barn that will house a fleet of electric powered golf carts.



Modifications of this early site plan are underway. This fully funded venture by the golf operation is an excellent model for Town capital improvements. Projections for completion of the project indicate the possibility of late Spring or early summer with minimal impact on regular season operations.

In closing, I have asked the Director of Golf to give his perspective on the year in review. Real data helps to reveal the key components of the operation: membership, revenue, and number of rounds played by the two major categories of players. In the Director's comments, please pay particular attention to his efforts on behalf of "Junior Golf" and "growing the game" now and in the future.

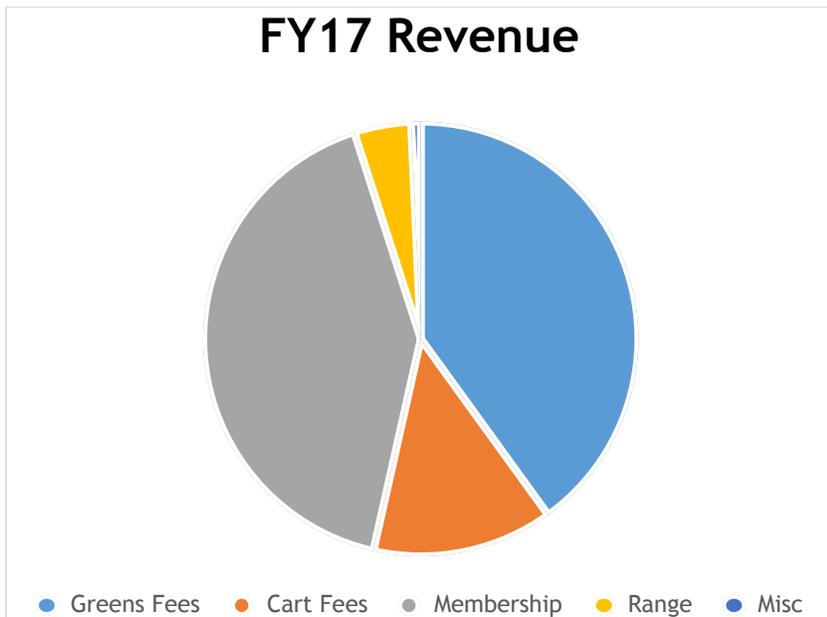
Golf Operation Review

The 2017 golf season at Cranberry Valley was highlighted by successes and challenges. Another strong membership drive in the spring boosted membership numbers by 6%. The boon of the strong membership turnout was mitigated by a rainy spring, where the rain fell particularly hard on Saturday, the golf course's most important revenue producing day. The resulting 11% decline in Greens Fees created an overall 4% negative revenue comparison over the golf operation's high water mark of FY16.

FY17 Revenue

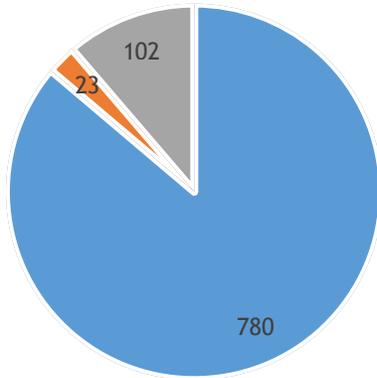
	\$
Greens Fee	710,614

Cart Fee	\$ 239,069
Membership	\$ 715,574
Non-Res Member	\$ 21,535
Range	\$ 64,571
Range Member	\$ 10,750
Misc	\$ 12,735
Total	\$ 1,774,848



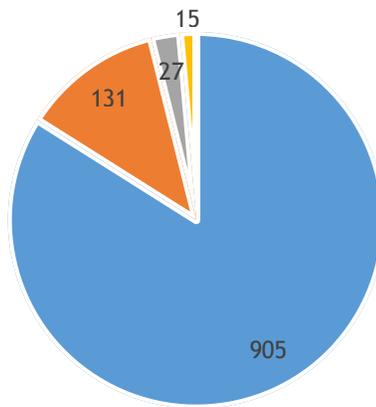
Financial numbers only tell part of the story. The impact of golf on the Harwich community was apparent as ever with the CV leagues hitting record numbers in participation, charity golf tournaments (including the Harwich Police and Fire Associations) reaching maximum numbers, continued growth in our award winning junior programs and very strong demand from nonresident public and hotel groups.

Harwich Resident Breakdown



● Adult ● Young Adult ● Junior ●

2017 Memberships



● Harwich ● Chatham ● Eastham/Orleans ● Non resident

The golf course was once again in great playing condition, thanks to Golf Course Superintendent Shawn Fernandez and his staff. Improvements to the golf course and irrigation system, funded by the Golf Improvement Fund, ensure that the golf course will continue to present Harwich residents and guests with the high level conditions that they have come to expect for years to come.

Customer Service continues to be a top priority at CV. The annual Member Satisfaction Survey returned results showing customer service continues to rise, as well as satisfaction with tee time availability and pace of play. In response to the increase in memberships sold, a corresponding increase in member tee times helped ensure plenty of playing opportunities.

The Infrastructure Project mentioned above, highlighted by a new cart barn and future electric cart fleet as well as a more safe and customer friendly experience in the clubhouse area, will be a work in progress during the 2018 golf season. When completed CV will be positioned to provide an unparalleled experience for Harwich residents and outside play.

Continuing our commitment to Junior Golf, CV will host the first ever on-cape Drive, Chip and Putt Qualifier, where participants will take their shot at qualifying for a chance to compete at Augusta National in the finals. This event will bring kids from the Cape and beyond to our great practice facility. We are also securing the hosting of both the State Junior Girl's Championship, also the State Junior Boy's Championship in 2019.

Cranberry Valley's partnerships with the Hot Stove at CV and Miller Golf Performance will continue into 2018 as well. The Hot Stove @ CV is quickly becoming a favorite breakfast destination in Harwich for non-golfers and in only it's 2nd year is already considered among many to be the best 19th Hole on Cape. Miller Golf, completing it's 3rd season at CV, has continued to make an impact on all facets of the golf operation, from the increased memberships numbers to the increased junior participation. I would like to thank Bob Miller and Ron Leidner (Hot Stove) for their commitment to Cranberry Valley and the residents of Harwich.

In closing, I would like to thank Clem Smith and the Harwich Golf Committee, Town Administrator Chris Clark, the dedicated staff at CV and all of our wonderful members for making Cranberry Valley more than just a golf course, but a true gem in the community.

Sincerely,

Roman Greer - PGA, **Director of Golf**

Report respectfully submitted,

Clement Smith, HGC Chair
