

Golf Committee

The Harwich Golf Committee is a seven member board that meets once a month March through December. It has a responsibility to meet in emergency situations as needed. According to Town Charter its charge is strictly defined as a policy making entity with oversight of the day to day operations of the CVGC operation. The committee embraces and fosters a business model approach to its operations with a clearly defined Mission Statement and operational strategic plan. It is a partnership that works in conjunction with the Director of Golf and Town Government for the common good of all Harwich residents, golfers and non-golfers alike.

The committee is dedicated to promoting the game of golf for all ages and insuring that this is a sustainable recreational option for all residents, their partner Towns, and guests alike.

MISSION STATEMENT: To provide an enjoyable golfing experience for Harwich residents and non-resident guest that includes a well conditioned, championship golf course with appropriate amenities at a fair, reasonable price that makes Cranberry Valley an attractive destination, an asset to the town and the local economy, and one of the premier municipal golf courses on Cape Cod and SE MA. **CORE COMPETENCIES:**

- Continuous Investment in Golf course layout and operations which improves golf course conditions and maintains revenue and profitability. (i.e- Irrigation, bunker restoration, practice area, club house renovations)

- Advertising plays a critical role in Cranberry Valley’s business model- attractive destination – attracting outside play • Customer service – Cranberry Valley staff that provides a friendly helpful customer experience.
- Active golf committee dedicated to improving Cranberry Valley’s golf course and operations
- Competitive Positioning: Strengths:
 - Championship, well conditioned golf course
 - Excellent practice area and short game area
 - Irrigation bunker restoration investments
- Advertising
- Junior Clinics, Teaching facility
- Website presence and Social Media identity
- Highly respected management team (golf & grounds)
- Geographic location- Orleans, Harwich & Chatham
- CV playable for every level of player
- Fair, reasonable price
- Chatham/Harwich regionalization
- Home to MGA events and high school teams
- Opportunities:
 - Improve pace of play at CV (4 hr 30 min)
 - Improve Pro Shop, Starter, Ranger Communication
 - Understanding Demographic profile of CV golfer
 - Increasing/maintaining # rounds of golf revenue
 - Improving “newsletter content” on the web site (results, what’s doing?)
 - Improving restaurant operation
 - Initiate survey’s: feedback from Harwich resident members and outside play
 - To improve communications with key town personnel and key committees
 - To continue to invest and secure capital funding for Golf course improvement

Board Members

	
Clement Smith	Chairman (2022)

John Wheeler	Member (2021)
Martha Duffy	Member (2022)
Thomas P. Johnson	Member (2020)
John Crook	Member (2020)
Steven Bilotta	Member (2021)
John Connolly	Member (2021)
Edward J. McManus	Selectmen's Liaison