



2021 Strategic Plan;
One, Three and Five Years

Dear fellow CRGC members,

The board of directors of the Crow River Golf Club, has taken up the task to look to our future, while navigating the current state of our golf club, the golf industry and the overall economy in the year 2020. The board realized a great opportunity to steer our club on a path towards growth, success, recognition and most importantly, sustainability for years and decades to come.

This effort began as an idea from a former member, that grew up here at The Crow. He wanted to see The Crow continue to prosper and find success long into the future. His ideas, along with support from our general manager and PGA professional Mr. Parsons, set the board on a year-long process of strategic planning. The board would like to thank Mr. Chris Holy for supporting this effort, leveraging his professional experience as a international strategic planning consultant.

The following document was designed to be a roadmap, not only for short term opportunities, but as a living document that can transitioned from one board to the next, keeping our vision towards future success as our True North.

This document will also serve you, the membership, as an opportunity to engage in the future of our golf club. We would like to ask you to bring your individual ideas to the table, so that we can, together, strive towards being the premier golfing facility and club in Central Minnesota.

Thank you for your continued support, membership and most importantly, ideas to drive us towards our 100th year anniversary and beyond!

Sincerely,

Matt Beilke
Strategic planning committee
Crow River golf club board of directors

Ryan A. Heining

CRGC Strategic Planning Process Summary and Intentions

The Board of Directors of the Crow River Golf Course set out to establish a one, three and five year strategic plan.

- ❑ To address both short and long term objectives that would meet the ever changing landscape of the golfing industry.
-Specifically to preserve and promote the Crow River Golf Course as the Premier Golf Facility in Central Minnesota.
- ❑ At the core of this process, the board prioritized three key elements;
Members/Guest
Facilities
The Golf Course.
- ❑ It is our intention that this strategic plan will be leveraged to continually improve our golf course to the benefit of our members and guests, today, tomorrow and in the future.

Strategy: 1-Year by Committee

Strategy	Strategic KPIs	Strategic Committee Permanent	New Facilities Committee	Restructure Existing Debt
Grounds/Greens	Collars around Bunkers	Consistent Green Pace STIMP	Mowing Hogan's Alley	Practice Area Signage
	Cards on Carts (order, info, etc.)	Sand/Seed Mixture on Carts/Practice Area	Grassland as Red Hazard vs OB	Sweeping Practice Green
Food & Beverage	Brunch each month	Weekend Bloody Marys	Special Dining Events	Holiday Take Out
	Online Bev and Food			Wine and Beer Tasting
Marketing	Communication of the Marketing Calendar	Club Fundraiser Tourney	Streamline Marketing Efforts	
	Increase Local Partnerships & Advertising	Survey to Members		
New Member & Social	Enhance the Member Experience	Member Preferred Tee Times	Winter Activities	
	Enhance New Member Experience		Staff Training	

Strategy: 3 & 5 Years by Committee

By Year 3 = 220

By Year 5 = 240

Strategy	5-year Rolling Strategic Plan	Implement CRGC Trustees	Relaunch New 5-Year Planning Process	Ensure New Plan Ties Into Previous Plan	5 year Pay Off Debt Plan
	Reassess Debt Reduction				
Grounds/Greens	Consistent Treatments		Level Tee Boxes	Better Sand	Consistent Cart Paths
	Add/Remove Trees		Hide debris storage	Revist Norby Plan	Re-think Snack Shack
Food & Beverage	Grill at Shack	New Patio Furniture	Wine Events	Full Time Chef	
	Open all Year	Upgrade AV			
Marketing	Continue Local Partnerships	Increase Charity Events	Increase Tournament Partnerships	Leverage Tech for Marketing	Offer Latest Golf Tech
	Develop and track KPIs	Auto Surveys & Thank You's			
New Member & Social	Establish Staff Goals	Grow New Member Base	Group Golf Trips	Premier Golf Events	
	Unique Year Round Events	Golf Simulator	Golf Fitting	Social Membership	



Additional Information
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