

Results of MICC SWOT Analysis

AGM - May 10, 2013

Strengths:	Weaknesses:
<ul style="list-style-type: none"> - beautiful course and well-maintained, natural setting - multi-use with skiing in the winter - proximity to town - good equipment, golf carts - good volunteer base - men's night - Wednesday mornings - the Clubhouse - loyal membership - friendly atmosphere - can play virtually any time - social activities - lowest membership costs in the area - excellent reputation - ability to diversify with Clubhouse, Stay & Play, skiing, special events facility, etc. 	<ul style="list-style-type: none"> - slow in getting season started - not enough promotion & advertising for course, Clubhouse, and Stay & Play - training for Clubhouse staff - shortage of money - membership is aging; not enough young golfers - green fees & cart fees too high - maintenance equipment is ageing - no follow-up to those who aren't playing - not enough outreach - "clique-y" - lack of member participation in tournaments - not open year-round - lack of coordination between island clubs - inadequate kitchen facilities - lack of member volunteering for tournaments - "Country Club" name is restricting; sounds like a members only facility
Opportunities:	Threats:
<ul style="list-style-type: none"> - graduated fees Spring to Summer - Lower green fees to encourage more participation (\$23 +tax for 9 stays competitive) - Discounted rates on carts for members - arrange transportation from dock to course - reduce fee for evening golf price - improve advertising, esp. for the restaurant - GPS on golf carts - develop a youth/high school program (e.g. \$20 for 9 holes and a Clubhouse sandwich; 1/2 price used balls) - volunteer work parties; increase member participation in volunteer work - computerized handicap system - specials for both course and Clubhouse - corporate sponsors for signage - golf lessons - summer incentives for visitors - Spring & Fall incentives for locals to learn golf - more casual play opportunities like Wednesday Morning Men's - small ad in golf publications (Score Golf, Golf Digest) - reach out to youth, women - posters to better advertise ladies' events - expanded rentals of Clubhouse and course - offer events geared to seniors, e.g. lunches - Friday Night Socials: \$40/month to participate in special golf & entertainment events for members - offer free golf clinic in May for new players - offer corporate discounts for 'golf parties' of large groups - Offer a training session for tournament volunteers - place coupons in area accommodations 	<ul style="list-style-type: none"> - downturn in tourism and economy - tournaments - who will organize? Do all tournaments make money? - weather - cost of membership may become prohibitive for members - competing with other area activities - equipment break down - no student funding - no infrastructure funding - decreasing local population - increasing costs for course maintenance & supplies