


# Money Matters: Real Results for You and Your Facility

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Crystal Mountain Resort  
and Spa



# Crystal Mountain Resort and Spa

- 36 Hole golf/ski family resort
- 10 acre top 25 Golf School
- Michigan Women's Open
- Skiing 45 runs, lodging for 700+
- Progressive single owners, very environmentally aware and active
- 7 seasons





**As Crystal Mountain grows, being profitable sustains our business, but equally important are our other bottom lines: our people, our community and our planet. We know that we still have a lot to learn and we invite you to join us in our commitment to be good stewards of the environment.**

# My Budget!

- Has anyone had an increase in budget in the last 3 years?
- How many have had a decrease?
- How many need/want more?
- 13% reduction in overall budget in 3 years, \$50,000

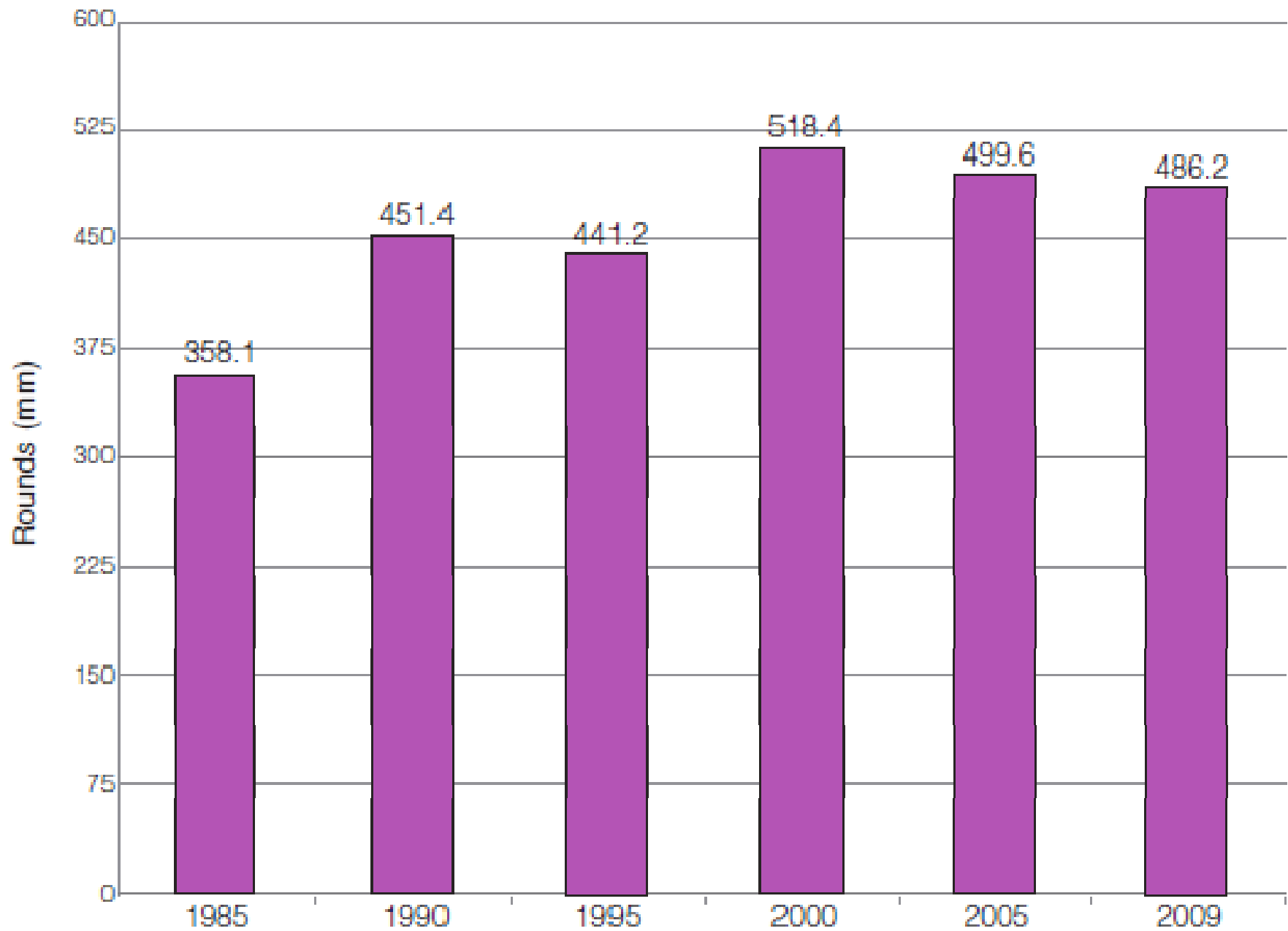
# My Membership/Golfers

- Has anyone had an increase in golf rounds in the last 3 years?
- How many have had a decrease?
- How many need/want more?

# National Statistics

- 2007 to 2008 – Down 1.8%
- 2008 to 2009 – Down 0.6%
- 2.4% Decrease in Golf Rounds from 2007 to December 2009

# Rounds Played in the U.S.



# Sustainability?

- ***Sustainability** is the capacity to endure. In ecology, the word describes how biological systems remain diverse and productive over time. Long-lived and healthy wetlands and forests are examples of sustainable biological systems. For humans, sustainability is the potential for long-term maintenance of well being, which has environmental, economic, and social dimensions.*

# Protect your budget

- How much is the pro shop/F&B/Pool/whoever spending?
- We can not reduce maintenance
- We have always done it that way
- The customers will complain!

# The Customer

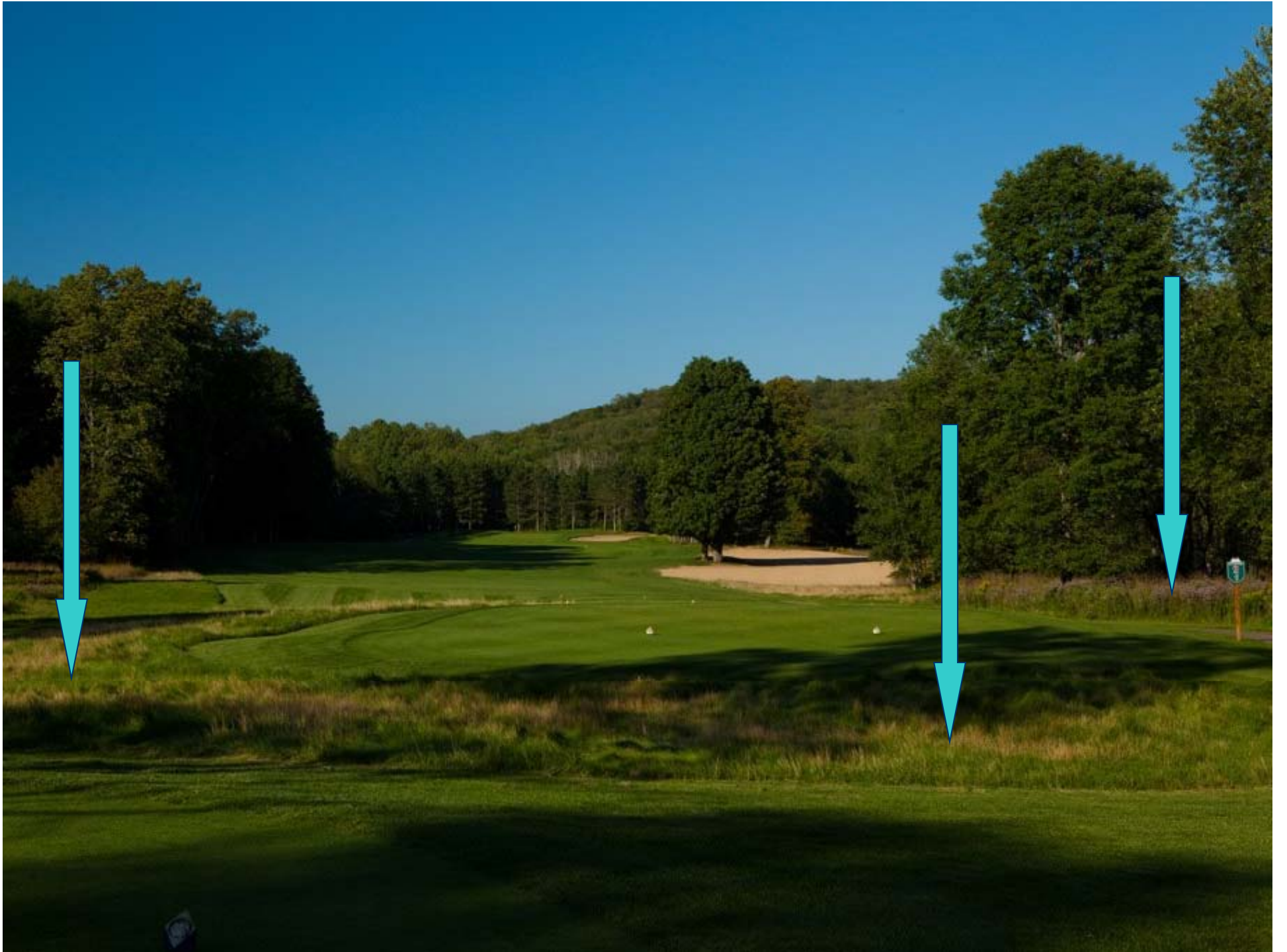


## **Mow and Go... play golf, go fishing, ect.**

- 25 employees for 36 holes
- 10 mow and go
- No overtime
- Go big when no one is golfing!
- Go home when they are!

# Stop Mowing...

- Cut 5 to 8 acres from rough mowing
- Worked with Pro Shop to designate “out of play” areas
- Reduced about 5 acres of Fairway, one mower pass on all 36







# Cut the Budget Goals

- To test the rate of our current inputs
- Reduce all inputs on an entire hole (Except greens)
- Reduce by a flat percentage all water, fertilizer and pesticides
- Communicate to members and management and request feedback

# Year One 15% Reduction

- Summer 2009 Northern Michigan... Perfect...
- June, July and August total cooling degree days 114, 61.3 F average temperature.





## Try Again...

- Year two - push it a little farther
- 25% reduction in water, fertilizer, and pesticides
- Continue to promote to the membership and management

## 2010 the other side

- 375 Cooling Degree Days, 66.6 F average temperature
- Better for the test, but that is about it

# Disease



# Disease





# Results

- 2% increase in guest satisfaction
- Spread to more holes
- Slow change in species?



