

From: Wayne Campbell
Sent: Thursday, February 04, 2021 5:20 PM
To: CPSC <cpsc@london.ca>
Subject: [EXTERNAL] RIVER ROAD GOLF COURSE - PROPOSED CLOSING

TO WHOM IT MAY CONCERN:

Closing River Road Golf Course would be a significant mistake. The three other 18 hole courses have been overburdened for the past several years, and it was extremely difficult to book tee times in 2020 due to the pandemic freeing up more potential players.

City Council needs to find a creative way to keep River Road open. Accountant's opinions deal simply with numbers and projected numbers. The value of River Road is that it takes pressure off the two Fanshawe 18 hole courses and the Thames Valley 18 hole course. The City has four great City owned golf courses plus the 9 hole course at Thames Valley.

Suggestions: - Sell a number of full memberships specifically for River Road. Discount these from the full 4 course City memberships by 20%, so roughly \$1,200 versus \$1,500+

- Offer deals at River Road, such as purchase a pass for three rounds and get a fourth round free, or purchase 10 rounds and get four rounds free etc.

- increase the per round price by \$2 so somewhere closer to Fanshawe Traditional and Thames Valley.

- I personally find River Road challenging for my skill level, but it is a beautiful course surrounded by nature, and I enjoy playing there with my golf buddies.

- Offer golfers incentives during low usage days to encourage higher usage. Such as a free hot dog or soft drink on Tuesdays or whatever day is a normally slow day. Do things that will not cost a lot of money, but that show a desire to have golfers play this excellent course.

If all of these efforts fail in the next two or three years, sell the course to Golf North or another competent operator.

Thanks for considering these thoughts!
Wayne Campbell