

From: Kozak .

Sent: Thursday, February 04, 2021 2:07 PM

To: CPSC <cpsc@london.ca>

Subject: [EXTERNAL] River Road Golf

The decision to close River Road Golf Course last season was a missed opportunity for the City. It appeared to be based on past performance. While this is not unreasonable as a starting point, it seems to ignore, or not realize, the unique opportunity that the pandemic situation provides. People are taking up the sport because they have days to fill, money to spend ...and limited options. Not giving them maximum opportunity to do so at city-run courses is missing the chance to reinvigorate the Road as a golf destination of choice, relieve pressures for available tee times at other courses, and generate much needed revenues to help offset losses in other areas.

At any time, but especially these, revenue generation out of any city-run operation would be a desirable goal. Given the closures in other areas, and lost opportunities to derive income from them, deciding to shut down one which could contribute to city coffers seems irresponsible.

River Road is not the "jewel" of the city courses but it could have been (and probably still could be) a star performer in year-over-year growth if given the chance.

It makes even less sense if there are ongoing costs (including membership refunds/reductions) associated with maintaining the facility that are not being offset, even marginally, by green fee collection. Fact is, I know several golfers who, while using the course infrequently, would have no complaint paying the full membership rate with the understanding that some of the value is having the option to play River Road whether they use it or not. (That is cash-in-hand, too, not dependent on good weather or other variables.)

Championing this cause might appear to only cater to the golfers among us but, these days, it can have significantly more impact than that.

I have to admit to a selfish motive here: River Road owes me a hole-in-one so I would appreciate the opportunity to collect that "debt".

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