



TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

THE SAINTS GOLF COURSE

OVERVIEW

The Saints Golf Course is dedicated to enriching the community by providing top-tier recreational, cultural and golfing experiences. With a vision of being a safe, clean and dynamic destination, it strives to offer a welcoming environment and the best value-based golf experience. This commitment extends to maintaining the highest standards in course quality, clubhouse amenities and customer service.

FY 26/27



SAFE, CLEAN & BEAUTIFUL

- Continue to improve the appearance of the entire golf course, which is not limited to just the 18 holes but the clubhouse, (exterior and interior), cart barns, parking lot, practice areas and natural areas surrounding the course.

CULTURE, NATURE & FUN ACTIVITIES

- Promoting intermediate and advanced lessons and programs that introduce adults and juniors to the game of golf
- Develop new partnerships with civic and youth tournament events
- Host annual City Golf Championship
- Support Parks and Recreation fitness programs such as Yoga on the Lawn

HIGH-QUALITY INFRASTRUCTURE & FACILITIES

- Continue current aggressive agronomic and maintenance programs to promote healthier turf conditions, reduce labor cost and reduce material expenditures
- Continue the development and enhancement of the golf course practice facilities by including a state-of-the art ball tracer technology system as an additional service feature for members
- Continue the enhancement of the clubhouse for providing the most welcoming and enjoyable experience possible for members and guests
- Repair cart paths and continue on-course improvements

HIGH-PERFORMING GOVERNMENT ORGANIZATION

- Continue increasing social media presence and activities to increase player traffic
- Enhance website and digital media content for reaching additional market audiences
- Continue assisting The Saints Pub with increasing business and event sales
- Collaborate with Communications to explore new options for the future of the City's website, which continues to be the top way residents get information from The Saints

70,089

**Rounds of
Golf Played
FY 2024/25**

1,214

**Number of
Current Members
FY 2024/25**

\$75,415

**Membership
Revenue
FY 2024/25**

\$2,716,343

**Total Revenue
FY 2024/25**