



BENNETT VALLEY
GOLF COURSE

3330 YULUPA AVE SANTA ROSA, CA 95405

Dear Bennett Valley Golf Course Community,

We're excited to share an update with you as we are nearing our fourth year under Touchstone Golf's management. Bennett Valley Golf Course and Iron & Vine Restaurant remain strong community anchors, and your support has been instrumental in our continued success.

Spring brought its share of challenges with the watering and irrigation of the course, but we're pleased to report that a brand-new motor for a pump was installed on June 5, replacing the original 55-year-old broken unit. With this upgrade, we've resumed normal watering patterns and are on track for better course conditions moving forward.

Thanks to strong community engagement in our facility, we've seen impressive year-over-year growth. The information provided is through the month of May, 11 months through our fiscal year.

- Operational efficiency improved by \$195,000
- Green fees up 10%, \$125,000
- Learning Center revenue up 43%, \$38,000
- Golf cart rentals up 11%, \$40,000
- Driving range revenue up 8%, \$25,000
- Merchandise sales up 13%, \$22,000
- Food & beverage revenue up 9%, \$80,000

We have put together the following golf programs to provide a wide range of options for golfers of all ages and skill levels. They are all led by our own BVGC PGA professionals.

- PGA Jr. League – Junior golfers 6-13 years of age. A fun, friendly team-oriented introduction to competitive golf.
- North Bay Junior Golf League – Junior golfers 14-17 years of age. Free, competitive summer golf program for high school aged golfers.
- Junior Summer Golf Camps – 4-day camps with 12 hours of golf instruction. 5 sessions offered in June and July.
- PGA Hope – Free golf instructional program for veterans and active-duty military. 7-week Spring and Fall sessions.
- OPS 36, Get Golf Ready, Introduction to Golf Programs – 5-week instructional game improvement programs for both kids and adults.



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Our fundraising efforts over the last 3 years have generated over \$18,000 for local schools and charities. We're also proud to have hosted multiple US Kids, Junior Tour of Northern California, NCGA, and Santa Rosa City Championship tournaments. These events bring great exposure to our facility, our community, and the city of Santa Rosa.

In the last 11 months, we've hosted more than 250 events, welcoming over 12,000 guests and generating approximately \$700,000 in revenue in Iron & Vine Restaurant. This includes 10 charity golf tournaments benefiting causes such as veteran support, mental health, and cancer research.

Our event calendar continues to grow, with both community and private gatherings making BVGC a lively destination year-round. Highlights include:

- Easter & Mother's Day Brunches – Each drew over 200 guests and generated more than \$15,000 in revenue
- Tinsel Takeover – A festive, month-long holiday experience that brought in over 2,000 visitors and an increase of \$12,000 in revenue year-over-year.
- Brunch with Santa – Drew over 100 attendees, with guests able to visit with Santa and interact with a magician. This event generated \$4,000 in revenue.
- Taco Tuesday & Trivia Night – Weekly favorites that regularly draw up to 60 guests
- Wednesday Night Out & Thursday Night Live Music – Seasonal, bi-weekly events that continue to grow in popularity

We're proud to report that all department heads have remained with us since the beginning of July 2022, providing consistent leadership and service. Our team now includes 72 dedicated employees committed to delivering an outstanding experience to each of you.

Thank you for being part of the Bennett Valley family. Your continued support drives everything we do, and we look forward to many more great rounds and memorable experiences together.

Warm regards,

Greg Anderson, PGA General Manager
Bennett Valley Golf Course
Iron & Vine Restaurant, Bar and Events

