



# Tellico Village Golf

World Class Golf at a Value

GAC Meeting – February 8<sup>th</sup>, 2021

# Agenda

- ▶ Welcome & Opening Comments (Hybrid Meeting)
  - ▶ Approval of Minutes
  - ▶ Golf Rounds and Financial Report
    - Unlimited Program Tracking
    - Upcoming Capital Requests
      - Golf Cart Fleets
  - ▶ Golf Advisory Committee Updates
    - Officers
    - Committee Liaisons
    - 2021 Goals and Objectives
    - Golf Course Value Statement
    - Maintenance Guidelines
  - ▶ Golf Operations Updates – C. Sykes
    - COVID-19 – Procedure Update (Status quo)
    - Golf Calendar Updates
    - Available on the [www.golftellicovillage.com](http://www.golftellicovillage.com) website
  - ▶ Golf Course Updates – Golf Supers
  - ▶ Golf Marketing Updates
  - ▶ Other?
- 

# Approval of January Minutes

## GOLF ADVISORY COMMITTEE MINUTES JANUARY 11, 2021

Present: Ron Coles, Daryl Blevins, Rose Howard, Kristin Farrington, Craig Andrews, Ricky Moore, Larry Fox and Pat White (POA)

Absent: Bob Brunetti

The meeting was called to order by Howard Higby at 3:30 PM.

The minutes of the December 2020 meeting were approved.

### ROUNDS

Chris Sykes then reported on the rounds for December 2020. The total of member and guest rounds for December were 4,234 this was 1,025 over budget. Through December 20, total rounds year to date are 102,770 which is 32,597 over budget. This total is far and above the previous record of 92,258 recorded in 2006.

### FINANCIALS

Golf Shop Sales for December were \$28,604.00 YTD total is \$332,000.00. Despite the colder weather December was another good month for revenue. Income for the month was \$120,748.34 which was \$22,146.08 over budget. Expenses for the month were \$87,234.33 over budget due to timing of billing.

Overall 2020 was a banner year for golf. Income for the year was \$438,187.10 over budget. Expenses were (\$88,956.78) under budget. Resulting in a gross profit for 2020 of \$527,143.88

Howard Higby then thanked the entire golf team for outstanding work during this difficult years our success would not have been possible without their hard work and dedication.

### GOLF CAPITAL REQUESTS

The committee then approved the following golf capital requests for January 2021.

1. Cart path replacement Tanasi \$40,000.
2. Bunker Renovation Tanasi \$30,000.
3. Purchase Finn Cycles for Kahite \$8,592.

New Kahite Golf Cart Fleet, Chris is meeting with Controller to review lease vs buy options, Chris also meeting with another manufacturer our current 7-year purchase plan is not working based on the number of rounds played.

The remainder of the 2021 Capital Request were reviewed. The Toqua Driving Range Pad has already been completed.

Sale of Unlimited and Twilight Golf Packages have been very successful and are already ahead of the budgeted numbers.

Golf Calendar is on the Golf Website.

Trackman Tuesdays have started in the Toqua Pavilion.

Golf and Food Service are working on new incentives. A beverage cart will be tested at Tanasi starting in late March.

### GOLF COURSE UPDATES

Toqua, working on a hands-free water fountain at clubhouse.  
New tee markers almost completed.

Tanasi, cleared pond on number 9. Working on river bank on number 10, to stop erosion. Finish bunkers on numbers 12, 13 and 15. Working on cart path repair.

Kahite, continuing to work on in house winter projects. Attended Turfgrass Conference in Nashville. Met with Bill Bergin on bunker renovation. Doing sod work around greens to stop Bermuda infringement.

### Dress Code

New winter dress codes approved. Dress Denim is allowed.

### Election of Officers for 2021

Ron Coles, Chairman  
Bob Brunetti, Vice Chairman  
Secretary Open at this time

# Approval of January Minutes

## Committee Liaison

Finance Ron Coles

Recreation Rose Howard

Long Range Planning Bob Brunetti

Chris thanked the outgoing members, Craig Andrews, Kristin Farrington and Howard Higby for their dedication to improvement of Tellico Village Golf. Chris presented each with a gift.

Meeting adjourned at 4:45 PM

Next meeting is scheduled for February 8, 2021 at 3:30

Respectfully submitted,

Bob Brunetti, Secretary



# Rounds Report – January 2021

- January was another great month for golf rounds with average weather conditions.
- Rainfall for month – 3.45" @ Toqua, 3.2" @ Tanasi, 3.25" @ Kahite over 10-11 rain events, which lead to 9 days of CPO across the three courses.

	Jan-21	<u>Current Month</u>			
		2021 Budget	2020 Actual	Variance From Budget	Variance From 2020
Member Rounds	3,386	1,613	2,539	1,773	847
Guest Rounds	227	119	267	108	-40
Total Rounds	3,612	1,732	2,806	1,881	807


			<u>Year to Date</u>			
	Through Jan-21		2021 Budget	2020 Actual	Variance From Budget	Variance From 2020
Member Rounds	3,386	▼	1,613	2,539	1,773	847
Guest Rounds	227	▼	119	267	108	-40
Total Rounds	3,612		1,732	2,806	1,881	807

# Financial Report – December 2020

				December 2020		
				2020	2020	
				Actual	Budget	Variance
Gross Profit				\$120,748.34	\$98,602.26	\$22,146.08
Expense				\$356,617.33	\$269,383.00	\$87,234.33
Net Income (Loss)				(\$235,868.99)	(\$170,780.74)	-\$65,088.25
				Year-to-date		
				2020	2020	
				Actual	Budget	Variance
Gross Profit				\$3,072,409.96	\$2,634,222.86	\$438,187.10
Expense				\$4,139,891.69	\$4,228,848.47	(\$88,956.78)
Net Income (Loss)				(\$1,067,481.73)	(\$1,594,625.61)	\$527,143.88

- \$11,915.55 over in Member Revenue
- \$16,656.69 over in Merchandise Revenue

# Unlimited Package Update – as of 1 /26/2021

- ▶ Unlimited Member Individual – YTD – 144/ Budget – 120
    - Unlimited Cart – YTD – 30/ Budget – 14 ('20 – 15, '19 – 15)
  
  - ▶ Unlimited Member Two-Person Household – YTD – 77/ Budget – 40
    - Unlimited Cart – YTD – 30/ Budget – 16 ('20 – 18, '19 – 11)
  
  - ▶ Unlimited Member Twilight – YTD – 234/ Budget – 200  
( '20 – 220, '19 – 138)
    - POA Cart – YTD – 120
    - Private Cart – YTD – 68
- 

# Golf LRIP–Capital for 2021

GOLF LRIP							
Priority					Budget		
1	Golf Cart Fleet at Kahite			Replacement	210,000		
2	Tanasi Golf Cart Batteries			Replacement	50,000		
3	Finish Bunker Renovation at Tanasi			Renovation	30,000		
4	Renovate Front 9 Bunkers at Kahite			Renovation	250,000		
5	Cartpath Replacement at Tanasi			Replacement	40,000		
6	Toqua Practice Facility Design			Renovation	5,000		
7	Extend Range Pad at Toqua			Improvement	10,000		
	Toqua Clubhouse Parking Lot			Improvement	50,000	F&B pays for other 1/2	
8	Rough Mower for Toqua			Replacement	75,000		
9	Greensmowes for Tanasi			Replacement	80,000		
10	Greensmowes for Kahite			Replacement	80,000		
11	Second Trackman Unit			Improvement	25,000		
12	Purchase Finn Cycles at Kahite			Improvement	10,000		
13	Range Picker for Toqua			Replacement	10,000		
14	Greens Fan for Toqua			Replacement	10,000		
15	Heavy Duty Utility Vehicle for Tanasi			Replacement	26,000		
16	Heavy Duty Utility Vehicle for Kahite			Replacement	26,000		
					987,000		
	Golf Reservation-POS			Replacement	TBD		
	Teaching-Fitting-Simulator Facility			Improvement	500,000	Fundraising	

# Golf Carts

Discovery process has included any and all options as we are working towards a solution for our golf cart fleet.



# Golf Advisory Committee

## ▶ 2021 GAC Members

- Ron Coles – Chair and FAC Liaison (2023)
- Bob Brunetti – Vice Chair (2021)
- Larry Fox – Secretary (2023)
- Rose Howard – RAC Liaison (2021)
- Daryl Blevins – (2022)
- Anne Parkhill – (2023)
- Ricky Moore – (2023)

## ▶ Outstanding Committee Liaisons

- Long-Range Planning (LRPAC) -
- Communications (CAC) -
- Architectural Control Committee (ACC) -

# Golf Advisory Committee

## ► 2021 Goals and Objectives for consideration

1. Golf Course Value Statement – further Qualify and Quantify (Big for golf moving forward to Quantify total financial impact to all Villagers, not just golfers)
2. Develop Maintenance Guidelines for Golf Course and Landscape Maintenance Activities (Support Routine activities)
3. Continue to refine LRIP for all areas (Support Golf Projects)
  - a. Golf carts – improve program for major touch point related to overall golf experience
  - b. Complete F9 Bunkers at Kahite
  - c. Golf Training Facility plans
4. Marketing and Communications
  - a. Strategically target golfers for future Tellico Village Residents
  - b. Continue to expand-improve overall communications
5. Golf Programming (revenue)
  - a. Continue to evaluate and properly position Unlimited Programs
  - b. Continue to expand Player Development Programming
  - c. Continue to expand non-traditional Golf Opportunities
6. TEAM
  - a. Develop working relationship with Golf Management Team – orientation/ onboarding
  - b. BOD and all advisory committee relations

THANK YOU FOR YOUR CONTRIBUTIONS AND CONTINUED SUPPORT OF TELlico VILLAGE GOLF!



## 2021 Director of Golf GOALS and OBJECTIVES – 1/31/2021 Update

1. **Ensure the Golf Management Team achieves individual Goals & Objectives which would equate to a very successful year in golf in Tellico Village.**
  - a. See attached for each manager – all goals are interconnected.
  - b. Individual and Team Development Programming on at least a quarterly basis
2. **Beat budget plan with respect to Net Income.**
  - a. Drive rounds and maximize yield.
    - i. Growth of the Game Programs – will be clearly defined at individual level.
      1. New Golf Programming
      2. Increased Player Development Programming – clinics, etc.
      3. Non-Traditional Golf Events
      4. Revamp Public and Partner-Corporate Programming i.e., **Frequent Player Cards**
      5. Outside events
        - a. **Junior Golf opportunities**
        - b. **Loudon County Amateur Concept - LCVB**
  - b. Operational Savings via **Continuous Improvement Initiatives**
  - c. Retail Success – drive non-golf components of gift shop operation.
  - d. 2022 Golf Rate Strategies – complete proposal by August 30<sup>th</sup> for budget season
    - i. **Analyze data-track trends on a monthly basis.**
    - ii. Overall Rate Structure
    - iii. Revamp annual/ unlimited programs
3. **Golf Course Value Statement** – complete with GAC by August 30<sup>th</sup>
  - a. **Further Qualify and Quantify total financial impact to all villagers, not just golfers**
    - i. Golf and Recreation – **cooperative programming initiatives with Rec**
      1. Parkland environment – update
      2. Mental health and well-being
    - ii. Added Property Value – **consult with Property Assessor.**
    - iii. Protected Greenspace
      1. Audubon Sanctuary Program – continued improvement projects
      2. Golf takes care of Clubhouse grounds and numerous areas of common property throughout Village – **Quantify financial impact.**
    - iv. Neighborhood Drainage System
    - v. Golf Pro Shop and Gift Shop – **document significance of POA revenue stream.**

**4. Develop Maintenance Guidelines for each Golf Course and Clubhouse Grounds Facility by August 30<sup>th</sup>**

- a. Qualify and Quantify all maintenance activities.
- b. Maximize the First Impression and Overall Golf Course Experience
  - i. Develop and Roll out Golf Operations Service Standards to be energized daily.**
  - ii. Work closely with F&B to improve the overall golf dining experience.**
  - iii. Develop Synergistic programming that support both Golf and F&B**
- c. Continuing Education a must for entire management team – PGA, GIS, etc.
- d. Golf Course Maintenance-Golf Experience Scorecard
  - i. Develop rating system and conduct at peak season.
  - ii. Refine data management systems for golf course maintenance activities.

**5. Develop Long-Range Improvement Plan for each Golf Course and Clubhouse Grounds Facility**

- a. Continue to revamp LRIP Master Plan that can prioritize and work towards in future.
- b. Golf Carts – improve program for major touch point related to overall golf experience – by March 8<sup>th</sup>.**
- c. Finish bunkers renovations at Tanasi and major cartpath repairs
- d. Finish front nine bunker renovation at Kahite.
- e. Develop conceptual plan for future Golf Training Facility at Toqua – September 30<sup>th</sup>**
- f. Improve Yellow Tees at Toqua
- g. Refine Par 3 Course built into Tanasi Golf Course

**6. Marketing and Communications**

- a. Improve-update [www.golftellicovillage.com](http://www.golftellicovillage.com) website to be the go-to for everything golf in Tellico Village.**
- b. Strategically target golfers for future Tellico Village Residents**
  - i. Chicago focus for year one via PGA Magazine
  - ii. Southeastern Opportunities.
  - iii. Participate in TGA Member-Benefit Program for free statewide advertising.
  - iv. Improve Stay and Play opportunities for out of state guests.
- c. Develop brochure for Golf Technology** i.e., Trackman and Finns
- d. Work on cooperative advertising campaigns with Food and Beverage
- e. Continue to improve-expand overall communications.
- f. Utilize Loudon County Visitors Bureau to expand local golf opportunities.
- g. Golf Card
  - i. Revamp radio promotion to drive total Tellico Golf Services
  - ii. Conduct on location radio promo for Custom Fitting and Folds of Honor

# Golf Course Value Statement

**Develop Golf Course Value Statement** – complete with GAC by August 30<sup>th</sup>

- a. Qualify and Quantify for golfers and non-golfers alike
  - i. Golf and Recreation
    - 1. Parkland environment – continue to refine, update
    - 2. Mental health and well-being
  - ii. Added Property Value – define total acres
    - i. Work with Property Assessor to establish value of the Golf Course Property
    - ii. Quantify impact on homeowner property values – golf front, golf view, other
  - iii. Protected Greenspace
    - 1. Audubon Sanctuary Program - potential future tax opportunities
      - 1. Re-certified in 2020
      - 2. Certification good for three years with continued commitment
    - 2. Golf takes care of Clubhouse grounds and numerous areas of common property throughout the Village
      - 1. Define all areas of impact
      - 2. Estimate that Golf spends \$50K per annually to maintain each Clubhouse facility
      - 3. Property line impacts and associated expenses
  - iv. Neighborhood Drainage System
  - v. Golf Pro Shop and Gift Shop
    - 1. New POA revenue stream which resulted in \$331,727.19 in merchandise sales in 2020
    - 2. Additional area of service Golf provides the entire community
    - 3. Satellite Food and Beverage operations

# Maintenance Guidelines

- ▶ **Develop Maintenance Guidelines for each Golf Course and Clubhouse Grounds Facility – complete with GAC by August 30<sup>th</sup>**
  - Qualify and Quantify all maintenance activities
  - Maximize the First Impression and Overall Golf Course Experience
  - Continuing Education a must for entire management team – PGA, GIS, etc.
  - Golf Course Maintenance–Golf Experience Scorecard
    - Develop rating system and conduct at peak season
    - Refine data management systems for golf course maintenance activities



## Golf Operations Updates

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### **Tellico Village Golf Operations Update – 5/31/2020**

First and foremost, we want to thank the entire golf community for keeping golf a safe haven in Tellico Village.

We are excited to announce the Board of Directors has approved **Phase 2 COVID-19 Golf Operations, which will go into effect on Monday, June 1<sup>st</sup>**. The primary changes are related to Golf Shop operations and golf carts.

#### **Golf Shop Operations**

We will be reopening the golf shop lobbies for check-in and retail shopping in adherence with state guidelines.

- We ask that you stay home if you have any COVID-19 symptoms or have been exposed to anyone with COVID-19 in the last 14-days.
- We encourage everyone to check-in via the golf shop, but we will still be able to process via telephone.
- As a convenience and social distancing precaution, all league play will be automatically checked-in prior to your round unless you cancel in advance.
- Traffic flow – please enter the golf shop through the main clubhouse entrance and exit through the golf shop side door.
- Social Distancing – please abide by all postings and placards.
- We will continue to disinfect all touch points. Sanitizing stations are available at all locations.
- Golf shop merchandise will continue to be marketed via social media and on the [www.golftellicovillage.com](http://www.golftellicovillage.com).
- Golf shop purchases can be made online or via telephone with delivery options available.



#### **Golf Carts**

- We have fabricated and installed a barrier system in the golf carts so we can most effectively and safely return to two-persons per cart. **These dividers can be pinned up or rolled up for storage; please see a member of the golf staff to adjust up or down.**
- Two persons per cart will lead to more tee time availability and therefore a greater likelihood of fulfilling tee time requests.
- We will also continue to afford the option of a solo cart for a modest surcharge of \$5 per nine holes.
  - Carts are still first come first serve.
  - Private carts are exempt.
  - Does not apply to second cart in a threesome.
- We will continue to disinfect golf carts prior to use. Divot bottles and scorecards will be placed back on the golf carts and disinfected accordingly.



#### **Additional**

- Shotgun starts – guidelines now allow for groups of up to 50 persons so we will carefully bring back shotgun starts taking social distancing into consideration.
- Range balls – we will be shifting back to a token system to be placed in baskets, all of which will be disinfected between users.
- All non-essential items will remain off the golf course to remove any unnecessary touch points for the time being.

#### **Golf Calendar Updates – please stay tuned for additional updates**

- Parent-Child on Father's Day Sunday, June 21<sup>st</sup> @ Toqua – tee times starting at Noon
- 2020 Palmer Cup set to begin on Wednesday, June 24<sup>th</sup> @ Toqua Golf Club
- Independence Day Scramble – Saturday, July 4<sup>th</sup> @ Toqua Golf Club – TBD
- Junior Golf Camp – Monday, July 6<sup>th</sup> – Friday, July 10<sup>th</sup>
- Lions Club - August 1<sup>st</sup> @ Toqua GC
- Smoky Mountain Service Dogs - August 29<sup>th</sup> @ Toqua GC
- Hopewell Fire Department - September 12<sup>th</sup> @ The Links at Kahite
- MGA Member-Member - September 26<sup>th</sup> & 27<sup>th</sup> @ Toqua GC & The Links at Kahite
- MACA - October 10<sup>th</sup> @ The Links at Kahite
- Men's Member-Guest - October 20<sup>th</sup> – 23<sup>rd</sup> @ Toqua GC & The Links at Kahite

\*\*\*We appreciate your patience and understanding as we work to navigate these difficult times as this remains a fluid situation where everything is subject to change.\*\*\*

Your Golf Management Team



# Golf Calendar Updates – February

Please stay tuned for additional updates:

- ▶ MGA and Rainbow Linksters continue through the winter
- ▶ Valentine's Day Alternate Shot – Sunday, February 14<sup>th</sup> at Tanasi Golf Club
- ▶ President's Day Skins Game – Monday, February 15<sup>th</sup> at Toqua Golf Club
- ▶ Winter Golf Classic – Saturday, February 27<sup>th</sup> at Tanasi Golf Club
- ▶ Trackman Tuesdays for Golf Simulation plus other bookings upon request
- ▶ Winter Mini-Golf Series on Wednesdays at 5 p.m. @ The Toqua Pavilion
- ▶ 2021 Calendar is posted on the [www.golftellicovillage.com](http://www.golftellicovillage.com) website





February  
**GOLF 2021**  
Events

#### **GOLF EVENT**

Valentino's Day Alternate Shot  
President's Day Skins Game  
Winter Golf Classic

#### **COURSE AND DATE**

Tanasi Golf Club | February 14th  
Toqua Golf Club | February 15th  
Tanasi Golf Club | February 27th

 (865) 458-6546

[www.golftellicovillage.com](http://www.golftellicovillage.com)

GOLF  
Presents

A N N U A L  
**WINTER  
GOLF CLASSIC**

**FEB 27**  
Saturday | 2021

**TANASI  
GOLF CLUB**

#### **SCHEDULE**

10:00 AM  
**SHOTGUN START**

#### **FEES**

Standard Green & Cart Fee +  
\$10 per player

**SIGN UP VIA CHELSEA EVENTS**  
**4-PERSON TEAMS**  
**2 LOW NET SCORES PER HOLE**  
**GHIN HANDICAP REQUIRED**

Registration for the 2021 Winter Golf Classic is now open.

Tellico Village Presents

## Valentine's Day Alternate Shot

- Register you and your Valentine today for a 9-hole Alternate shot format, times will fill up fast!
- Couples will be paired up together, GHIN Handicap is required
- Prizes will be paid out for top teams in the form of Proshop Credit, but everyone will win something!
- Make an "Event Request" on Chelsea to sign up, Tee Times starting at 12:00pm
- \$5 Entry fee on top of Green and Cart fees
- Limited spots so sign up TODAY!!

**Tanasi Golf Club**  
**February 14th, 2021**



## PRESIDENT'S DAY SKINS

MONDAY FEBRUARY 15th 2021

President's day skins game

- \$5 entre fee for net and gross skins
- Pay your entree when checking in to play golf @ TOQUA GOLF Course
- Must have active GHIN handicap
- Turn in Scorecard following play in the proshop

# TRACKMAN TUESDAYS

DECEMBER THRU MARCH  
TOQUA PAVILION

- 100+ Golf Course around the world
- Semi-climate controlled
- Fun for all skill levels
- Up to 4 players per tee time



**\$100 PER TEE TIME**  
**9AM TEE TIME**  
**1PM TEE TIME**

EMAIL  
[CROFFERS@TVPOA.ORG](mailto:CROFFERS@TVPOA.ORG) OR  
CALL  
865-458-6546 TO BOOK TEE  
TIMES

MORE INFO CALL **CHARLES ROFFERS**  
TEL: 865-458-6546



# MINI GOLF

Winter Wednesday

Mini Golf Series

Toqua Pavilion

Shotgun at 5 pm

**18**  
HOLES



*\$10 Per player/2 player Teams*

**JANUARY 27TH-MARCH 10TH**

**5PM SHOTGUN START**

**WEDNESDAYS**



## Golf Course Updates

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# Golf Course Updates

- ▶ General Golf Course Updates
  - Toqua Golf Club
  - Tanasi Golf Club
  - The Links @ Kahite

# Golf Marketing-Communications

- Year-end Newsletter is in production where Golf will again have a big presence
- Monthly 'Tellico Village Golf Talk' –Winter Series will include; Tips from the Pros, Rules of the Game, a Product Spotlight and Tricks of the Trade featuring the entire Golf Management Team
- Creating brochures for Trackman and Finns
- Constantly Updating Website

## ABOUT TELLICO VILLAGE

Tellico Village is a lakefront community that offers a unique combination of natural beauty, outstanding recreational facilities, and proximity to the benefits of a thriving city.

Nestled in the foothills of the Great Smoky Mountains, Tellico Village comprises nearly 3,000 acres along Tellico Lake. Established in 1976, it has become one of the premier golf and water communities in the southeast. Its three private championship golf courses offer a pristine resource for boating, fishing, and swimming. Other amenities include a state-of-the-art wellness center, four tennis courts, pickleball, indoor and outdoor swimming pools and a library. The Tellico Village Yacht Club offers casual upscale dining in one of the most beautiful settings in East Tennessee.

Just 31 miles from Knoxville—home to the University of Tennessee—Tellico Village has 18,000 residents who come from all over the United States. Together they have created a friendly, welcoming community.

## TOQUA GOLF COURSE

200 Toqua Club Way  
Loudon, Tennessee 37774  
(865) 458-6546  
@toquagolf

## TANASI GOLF COURSE

450 Clubhouse Point  
Loudon, Tennessee 37774  
(865) 458-4707  
@tanasi

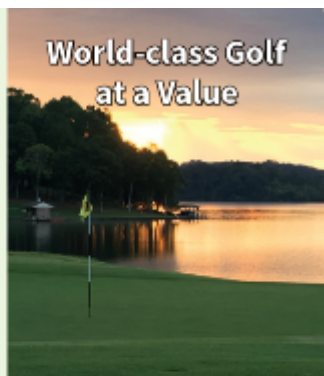
## THE LINKS AT KAHITE

400 Kahite Trail  
Vonore, Tennessee 37885  
(865) 488-7829  
@kahitegolf

[www.golftellicovillage.com](http://www.golftellicovillage.com)

@tellicogolf

## World-class Golf at a Value



Tellico Village is home to three of the most beautiful and challenging championship golf courses in East Tennessee. All three courses were designed by the prestigious firm of Ault, Clark, and Associates, architects of some of America's greatest courses.

## TOQUA GOLF COURSE

Toqua is a beautiful golf course cut through a forest on Tellico Lake. You have everything from tree-lined holes to a links setting on the lake. The genius of the course is that it is playable for all levels of golfers.

The Toqua course offers a dining terrace, short-game practice area and practice putting green. It has a brand-new clubhouse that opened in 2015, as well as a pavilion that is used for tournaments, banquets, and other large gatherings and events. The new clubhouse features a Golf Pro Shop and sports bar-themed restaurant that provides a spacious veranda for post-play food and refreshments.

Toqua has hosted numerous Tennessee Golf Association events—including the 2015 Senior Amateur Championship, the 2009, 2011 and 2018 Four-Ball Championships and the 2009, 2011, and

2017 Senior Four-Ball Championships—as well as the 2008, 2009, and 2010 PGA Tour Nationwide Knoxville Open Qualifier.

## TANASI GOLF COURSE

Tanasi was the second of the Tellico Village courses to open. It has a fun and contemporary layout that winds through the Tanasi neighborhood, and even has some holes that run over and alongside parts of Tellico Lake.

Tanasi offers options for players of all ages and abilities, as well as a selection of tees to best fit your game. Our Black Championship tees measure 6,251 yards, while our yellow tees offer a fun short course at 4,486 yards. Tanasi is a fun course to play with wide fairways, large fat landing areas and big undulating greens.

Tanasi also has an expansive parking green with large undulations that mimic the greens you will encounter throughout the golf course. The Tanasi Clubhouse includes an excellent restaurant that offers casual dining with beautiful views of Tellico Lake. The wrap-around porch invites you to relax and enjoy the spectacular lake and golf course view while you dine.

## THE LINKS AT KAHITE

Opened in 2002, the links at Kahite is Tellico Village's hidden gem in Vonore, TN. The golf course is surrounded by Tellico Lake and offers breathtaking panoramic views of the Great Smoky Mountains. It sits on over 300 acres of property and offers a variety of turfgrass species that adds difficulty and beauty on every hole. Kahite has six sets of tees that play from 7,170 yards to 4,435 yards to provide a variety of options and difficulty while making the experience fun and challenging.

Kahite features a practice facility that includes a driving range and practice putting green. The Kahite Pub & Grill offers casual dining and an outdoor patio with a great view.

In 2009, the Links at Kahite was nominated by Golf Digest as best new private course and has since hosted many Tennessee Golf Association events, including the 2009 and 2011 Four-Ball and Senior Four-Ball Championships, as well as the 2009 and 2010 PGA Tour Nationwide Open Qualifier.



865-458-7061

info@tellicovillage.org • www.tellicovillage.org  
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# Year-end Newsletter

## Golf Claps all around for an Incredible Year in Golf

2020 was a year we will not soon forget. First and foremost, thank you to the entire golf community for a great year in spite of the pandemic and all the craziness in the world. The Golf staff is definitely looking forward to a return to normalcy and an even better 2021.

The Golf Department went through a reorganization process under new leadership and adopted the 'One Tellico Village Golf' moniker. The Golf Management Team works very closely together and realizes that we are all in this together. We have adopted a 'whatever it takes' mindset, which was on full display this season while navigating the coronavirus pandemic. The entire golf staff deserves our gratitude. 2020 would not have been such a successful year in golf if not for the leadership provided by the Golf Management Team(s): Toqua Golf Club consisting of Adam Jacob, Head Golf Professional, Charles Roffers, Assistant Golf Professional, and Jon North and Tyler Thies who serve as the Golf Course Superintendents; Tanasi Golf Club with Casey Flenniken, Head Golf Professional, Michael Ledbetter Assistant Golf Professional and Wells McClure, Head Golf Course Superintendent; and The Links of Kahite with Jeff Harrington, Head Golf Professional and Jordan Clark, Head Golf Course Superintendent.



Thanks to the ongoing commitment of the golf staff and Tellico Village golf community, we have continued to safely 'Play Through the Pandemic'. Thankfully, golf is a game of social distancing that is played in the great outdoors where you never have to touch anything but your own equipment. It has not been easy, and coronavirus is not going anywhere anytime soon, but thanks to the leadership provided by your Golf Management Team, we have been able to keep golf as a safe haven in Tellico Village.

2020 was another record wet year, with rain totals well above average for the third year in a row. We had annual totals of 67" at Toqua, 76" at Tanasi and an incredible 94.53" at Kahite with over 126 rain events. Kahite especially seemed to get far more afternoon thunderstorms than normal. We are due for a dry year as our annual average rainfall is 48". While things were wet, we did not have an excessively hot summer and we were blessed with a very mild fall.

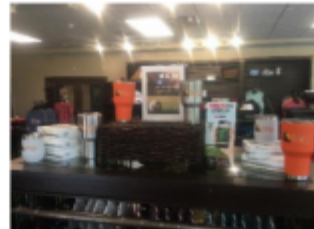
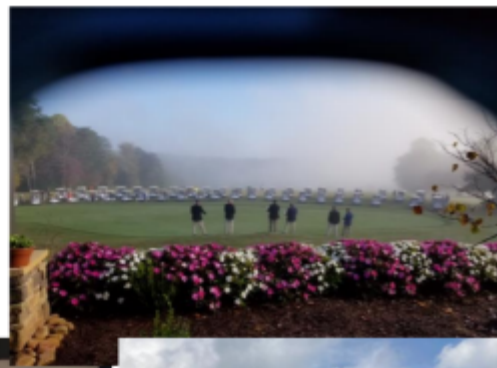
Despite rain and the pandemic, we saw a large increase in golf participation in 2020. The pandemic has had many negative impacts, but it was a positive for golf. The avid golfer played more, the recreational golfer played more, and folks were either reintroduced to the game or took it up for the first time. Golf has served as an outlet for many during these difficult times and has contributed positively to overall mental and physical health. Courses have seen increased activity across the country, and we experienced a record golf season in Tellico Village. We finished up with a grand total of 102,770 rounds, which is 24,054 over budget and an all-time high for Tellico Village. The previous record occurred in 2006 when we recorded 92,258 rounds and our recent high-water mark was in 2019 when we recorded 75,351 rounds. Our prior 5-year average was 71,740, so we were incredibly busy in 2020.



In addition to record rounds, we were also able to safely conduct lessons, clinics, and our Jr. Golf Camp, all of which had high participation. COVID modifications were made and all our major leagues played a full season. We were able to successfully hold multiple Charity Golf Outings, as well as all our Major Golf Events including the Red-Tailed Hawk Invitational. While the Member-Guest was a climatic conclusion to an historic season, the highlight for the Golf Team was the Folds of Honor Golf Marathon. Due to your incredible generosity, we were able to raise over \$10,000 to help serve the families of fallen or disabled service members.

The Golf Department is always looking for ways to improve the golf experience and went high-tech in 2020 with the addition of the Trackman 4 and Finn Cycles. The Trackman 4 Dual Radar is the latest in golf technology and can help take your game to the next level through custom fittings, lessons, practice, and you can even play a simulated round at golf courses like The Old Course at St. Andrews. Call any of our golf shops to schedule your personal Trackman Experience to 'Unleash Your Potential'. The Finn Cycles add a whole new element of fun to golf and can even turn a bad round into a good time. The Finns are incredibly easy to ride so call the golf shop at Kahite to reserve yours today. They not only make golf more fun, but you can easily navigate the golf course driving straight to your ball while a traditional golf cart may be restricted to the cartpath.

A big part of our restructuring was bringing the Golf Shop merchandise operations in house. Our Head Golf Professionals managed the transition beautifully despite some roadblocks along the way. January and February were all about getting accounts setup and systems in place. The initial orders were placed to stock the golf shops and then the coronavirus showed up, which forced us to close the golf shop doors for the bulk of the spring. The team got creative with online shopping, tent sales, sidewalk sales and delivery services. Once we were finally able to reopen, our golf shops sales were outstanding. The Golf Professional staff conducted numerous demo days and the Trackman 4 enabled us to properly conduct custom club fittings. This all added up to a record year in golf merchandise retail sales of over \$332,000, all of which go back to the POA. Our golf shops are getting new, exciting items arriving all the time. Get your logo golf and sports attire, the latest in golf equipment, golf shoes, athletic wear, t-shirts, sweatshirts, headwear, blankets, drinkware, trinkets and so much more!



The golf courses handled the record traffic in 2020 beautifully. The golf courses and clubhouse grounds are in a constant state of Continuous Improvement due to the efforts of your Golf Course and Landscape Maintenance Teams. We focus on first impressions daily and are constantly looking for ways to improve the overall experience. While we had record play, we also had record course conditions. We had a very smooth season agronomically with excellent putting surfaces year-round. This is a huge accomplishment in the heart of the transition zone, which is one of the most difficult places in the world to grow grass. Our aggressive spring aerification practices led to success and we have some of the most sound agronomic programs in the country. In addition to providing World Class playing conditions, we were able to make considerable improvements to our facilities in 2020:

- Continued in-house bunker renovations at Tanasi with capillary concrete
- Phase 1 of the bunker renovation process at Kahite that included the elimination of 32 unnecessary bunkers
- Doubling the size of the artificial teeing surface for winter use at Toqua
- Extensive drainage improvements at all three courses
- Grassing improvements at all three courses
- Audubon Sanctuary Program recertification at all three courses
- Addition of Butterfly Gardens at Toqua and Kahite
- Clubhouse grounds improvement projects at all three facilities

Most of all in 2020, we grew together as a team. The Golf Management Team talks extensively daily, meets weekly and are always working together to get better. We have gone on multiple developmental retreats together, which most recently included an overnight trip to Musgrove Mill Golf Club, which is one of the best facilities in South Carolina. It was much needed getaway after a very challenging season managing the busyness of the pandemic. We have all become very close, which has been the most critical element to our recent success. We have worked to put everyone in the best position for success and our skillsets all blend beautifully. The Golf Team at Tellico Village is one of the best in the industry.

While 2020 was a historic year in many ways, we are looking forward to an even better 2021. Golf has some big plans for 2021, which will include the following capital improvement highlights:

- New fleet of golf carts to replace the fleet at Kahite
- Complete the bunker renovations at Tanasi
- Renovate the front nine bunkers at Kahite
- Replace damaged areas of the cartpaths at Tanasi

Hopefully, we can transition back to more normal operations as the coronavirus subsides, which will allow us all the opportunity to spend more together. Thank you again for a great 2020 and we look forward to serving you again in 2021. Tee it up, Tellico Village!





- **Other business?**
- **Any questions?**
- **Thank you for all your support for Golf in Tellico Village!**