



# Tellico Village Golf

World Class Golf at a Value

GAC Meeting – July 12<sup>th</sup>, 2021

# Agenda

- ▶ Welcome & Opening Comments
- ▶ Approval of Minutes
- ▶ Golf Rounds and Financial Report
  - Capital Requests
- ▶ Golf Advisory Committee Updates
  - Committee Liaisons Reports
    - FAC – Ron Coles
    - LRPAC – Bob Brunetti
    - CAC – Larry Fox
    - Other?
  - Long-Range Planning Survey
  - 2021 Goals and Objectives
  - 2021 Tellico Village Handicap Committee
- ▶ Golf Operations Updates – C. Sykes
  - Golf Calendar Updates/ Recaps/ Upcoming Events
    - Available on the [www.golftellicovillage.com](http://www.golftellicovillage.com) website
- ▶ Golf Course Updates – Golf Supers
- ▶ Golf Marketing Updates
- ▶ Other?

# Approval of May Minutes

## GOLF ADVISORY COMMITTEE MINUTES

May 10, 2021

Present: Ron Coles, Rose Howard, Larry Fox, Bob Brunetti, Anne Parkhill, Howard Higby, Daryl Blevins, Ricky Moore, John North, Tyler Theis

Virtual attendees – Lisa McCray (Marketing), Norris Shake, Mark Tudor, Barry Sherman, George Curran, Charles Roffers, Pat White (POA),

The meeting was called to order by Ron Coles at 3:30 PM.

The April 2021 meeting minutes were approved.

### ROUNDS

Golf rounds for April 2021 were up again.

Member Rounds 9729

Guest Rounds 1561

April was cold and dry with only 1.45" of rain at all the courses.

### FINANCIALS

Unlimited Golf YTD 159      Unlimited Carts YTD 33

Unlimited 2 person Households Golf YTD 83 Unlimited Carts YTD 32

Unlimited Twilight Golf YTD 267

Member Revenue 61K over budget

### New Golf Carts

- New golf cart fleet
- 180 new carts
- Manufacture is pushing date back to middle of June for the first carts, probably will be just 60 for Kahite
- Also, will have Visage Control Center (GPS in each cart)
- Getting with the golf cart fleet will be 2 range Pickers and 3 Superintendent carts
- ClubCar Connect will be available for private carts (2014 or newer Club Cars, also compatible with Ezgo and Yamaha)
- Renovation of front 9 bunkers at Kahite
- Purchased rough mower for Toqua, tractor will be here Friday
- Fan Replacement for Toqua hole #2, new fans move more air and are quieter
- Motion approved to proceed with capital requests

### Tempo Walk Carts

- Toqua will have 2 Tempo Walk carts which will be available instead of a riding cart. Will carry your club and follow you.

### Village long range planning survey

- Need to beef up golf course questions
- Two existing questions need redone
- Possible executive course question to meet demand
- Expand Toqua practice facility
- Putting survey questions in a check list so customers can choose what is important to them
- Questions are needed by the end of May

Golf Calendar is available on the website [www.golftellicovillage.com](http://www.golftellicovillage.com)

### Highlights:

- ▶ Lion's Club – May 15<sup>th</sup>
- ▶ PGA Championship Par 3 Event – May 18<sup>th</sup>
- ▶ Red-Tailed Hawk Invitational - June 16<sup>th</sup> – 19<sup>th</sup>
- ▶ LGA18 – Diamonds in the Rough Member-Guest – June 22<sup>nd</sup>
- ▶ Junior Golf Camp – July 5<sup>th</sup> – 9<sup>th</sup>

### GOLF OPERATIONS

- Kahite Bunker Project
- Grass is still not growing, temperatures are still too cool
- Still down a couple of full-time employees
- Fans are starting to go up at all the courses
- Toqua hole #3 Green/Orange tee will open in about 3 weeks
- 4 weeks behind because of cooler weather

Meeting adjourned at 4:40 PM

Next meeting is scheduled for June 14, 2021 at 3:30

Thanks,

Larry Fox, Secretary

# May – '21 GAC Summary Updates

	May-21	<u>Current Month</u>			
		2021 Budget	2020 Actual	Variance From Budget	Variance From 2020
Member Rounds	10,315	8,396	9,684	1,919	630
Guest Rounds	2,420	1,482	1,433	938	988
Total Rounds	12,735	9,878	11,117	2,857	1,618

	<u>Year to Date</u>				
	Through May-21	2021 Budget	2020 Actual	Variance From Budget	Variance From 2020
Member Rounds	33,478	22,707	27,178	10,771	6,300
Guest Rounds	5,429	3,434	3,140	1,995	2,290
Total Rounds	38,907	26,141	30,317	12,766	8,589

				May 2021		
				2021	2021	
				Actual	Budget	Variance
Gross Profit				\$469,020.87	\$364,340.77	\$104,680.10
Expense				\$350,751.18	\$380,384.78	(\$29,633.60)
Net Income (Loss)				\$118,269.69	(\$16,044.01)	\$134,313.70
					Year-to-date	
				2021	2021	
				Actual	Budget	Variance
Gross Profit				\$1,268,218.89	\$963,250.54	\$304,968.35
Expense				\$1,913,697.88	\$2,006,377.45	(\$92,679.57)
Net Income (Loss)				(\$645,478.99)	(\$1,043,126.91)	\$397,647.92



# Rounds Report – June 2021

- Rainfall for month – 3.34" @ Toqua, 4.25" @ Tanasi, 5.05" @ Kahite over 6 – 20 rain events, which lead up to 4 days of CPO across the three courses.
- More normal conditions for the first half of the year but July has brought steady round of thunderstorms thus far. We are already approaching 6" MTD.

		<u>Current Month</u>			
		2021	2020	Variance	Variance
	Jun-21	Budget	Actual	From Budget	From 2020
Member Rounds	9,534	7,933	11,182	1,601	-1,649
Guest Rounds	2,414	1,482	1,885	932	529
Total Rounds	11,947	9,415	13,067	2,533	-1,120

		<u>Year to Date</u>			
		2021	2020	Variance	Variance
	Through Jun-21	Budget	Actual	From Budget	From 2020
Member Rounds	43,011	30,639	38,360	12,372	4,651
Guest Rounds	7,843	4,916	5,025	2,927	2,818
Total Rounds	50,854	35,555	43,384	15,299	7,469

# Historical Rounds Summary

2021 – budgeted 78,107

2020 – 102,770


2019 – 75,351

5 yr. average excluding 2020 – 71,740

## Total Rounds

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Over/Under Prior Year	
2005	3,341	3,656	4,852	7,814	10,097	9,702	9,655	9,222	9,124	9,587	6,571	3,870	87,491		
2006	4,427	3,318	6,399	8,905	10,353	9,908	10,383	9,245	8,789	9,256	6,403	4,872	92,258	5.4%	
2007	3,178	2,822	7,415	7,015	9,055	8,289	8,137	7,084	6,694	7,682	5,326	3,494	76,191	-17.4%	*Toqua was closed 4/1 - 12/31
2008	2,453	3,007	4,002	10,428	10,429	10,676	10,297	10,328	9,177	9,723	5,564	3,128	89,213	17.1%	*Toqua was closed 1/1 - 4/1
2009	2,113	3,400	8,776	8,424	9,545	10,389	9,829	9,389	7,844	7,276	6,578	1,903	85,466	-4.2%	Unusual Year Due to Toqua Closure
2010	1,695	1,645	6,033	9,306	9,785	8,968	9,325	8,740	7,199	7,192	4,589	1,184	75,661	-11.5%	*Tanasi and Toqua Closed Part of Year
2011	1,406	2,984	5,578	6,774	9,903	9,469	8,759	9,081	7,154	7,943	5,507	4,031	78,589	3.9%	
2012	2,673	3,521	6,475	8,720	9,787	8,814	8,439	9,284	7,513	7,831	5,678	3,322	82,057	4.4%	
2013	1,847	2,779	3,487	7,350	9,265	8,411	8,943	9,037	7,802	8,119	4,395	2,522	73,957	-9.9%	
2014	1,462	2,264	4,877	7,245	9,408	8,671	8,878	8,344	8,174	7,891	4,161	2,791	74,166	0.3%	
2015	1,911	1,188	4,285	7,574	9,894	7,740	8,436	8,368	7,132	7,193	4,289	3,331	71,341	-3.8%	
2016	1,270	2,095	5,010	8,011	9,222	8,330	7,820	7,902	7,437	8,426	5,413	1,766	72,702	1.9%	
2017	2,250	3,227	4,361	6,695	8,417	7,600	8,421	8,606	7,871	7,981	4,784	2,914	73,127	0.6%	
2018	1,673	2,133	3,603	6,429	8,695	8,160	8,652	8,180	6,930	7,660	3,389	2,218	67,722	-7.4%	
3-Yr. Avg	1,731	2,485	4,325	7,045	8,778	8,030	8,298	8,229	7,413	8,022	4,529	2,299	71,184	-10.0%	Cumulative Increase/Decline Since 2011
4-Yr. Avg	1,776	2,161	4,315	7,177	9,057	7,958	8,332	8,264	7,343	7,815	4,469	2,557	71,223		

# Unlimited Package Update – as of 6/1/2021

- ▶ Unlimited Member Individual – YTD – 157/ Budget – 120
    - Unlimited Cart – YTD – 33/ Budget – 14 ('20 – 15, '19 – 15)
  
  - ▶ Unlimited Member Two-Person Household – YTD – 82/ Budget – 40
    - Unlimited Cart – YTD – 32/ Budget – 16 ('20 – 18, '19 – 11)
  
  - ▶ Unlimited Member Twilight – YTD – 267/ Budget – 200  
( '20 – 220, '19 – 138)
    - POA Cart – YTD – 146
    - Private Cart – YTD – 89
- 

# Financial Report – June 2021

				May 2021		
				2021	2021	
				Actual	Budget	Variance
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# Golf LRIP–Capital for 2021

GOLF LRIP						
Priority					Budget	
1	Golf Cart Fleet at Kahite			Replacement	210,000	Cart Lease
2	Tanasi Golf Cart Batteries			Replacement	50,000	Cart Lease
3	Finish Bunker Renovation at Tanasi			Renovation	30,000	Completed
4	Renovate Front 9 Bunkers at Kahite			Renovation	250,000	In Process
5	Cartpath Replacement at Tanasi			Replacement	40,000	Completed
6	Toqua Practice Facility Design			Renovation	5,000	In Process
7	Extend Range Pad at Toqua			Improvement	10,000	Completed
	Toqua Clubhouse Parking Lot			Improvement	50,000	In Process
8	Rough Mower for Toqua			Replacement	75,000	Purchased
9	Greensmowes for Tanasi			Replacement	80,000	In Process
10	Greensmowes for Kahite			Replacement	80,000	In Process
11	Second Trackman Unit			Improvement	25,000	Request
12	Purchase Finn Cycles at Kahite			Improvement	10,000	Deferred
13	Range Picker for Toqua			Replacement	10,000	Cart Lease
14	Greens Fan for Toqua			Replacement	10,000	Completed
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 Capital Requests

- Trackman for all Golf
  - Budget amount – \$25,000
  - Request amount - \$25,974.15
  - We need two machines, and this will be even more important during the cooler months for simulator use. We may have 3 or more machines once we have a dedicated facility. We have already paid for the first machine and expect a ROI of less than 3 years on a second machines.





## SALES QUOTE

## TRACKMAN

Tellico Village Golf  
450 Clubhouse Point  
37774 Loudon

Customer No.	USC015231	Bank Name	Bank of America
VAT Registration No.		Bank Account No.	385018033522
Contact	Chris Sykes	Wire Routing #	026009593
Document No.	S31764	ACH Routing #	011900254
Due Date	2 June 2021	SWIFT-Code	BOFAUS3N
Document Date	2 June 2021	Payment Ref. No.	USC015231
Payment Terms Code	Prepayment prior to shipment		
Your Reference	Lance Vinson		

No.	Description	Serial No.	HW Exp/ SW Exp.	Qty	Unit	Unit Price	Discount Amount	Amount
0P4OUT	TrackMan 4 - Outdoor & Indoor			1	Pcs	24,995.00	1,250.00	23,745.00
1SUB-SW0	Software Subscription - 1st yr included			1	Pcs			
1SUB-HW0	Hardware Maintenance - 1st yr included			1	Pcs			
1SHIPPING	One-Way: Shipping, Handling & Insurance			1	Pcs	500.00		500.00

Payment terms:  
Prepayment prior to shipment

This quote is valid for 3 months from  
Document date.

About Payment:  
Please be sure to include the customer number in  
the Bank Instructions.

Radar will be deactivated in case of missing  
payment.

Total USD Excl. Sales Tax	24,245.00
Tax	2,182.05
Total USD Incl. Sales Tax	26,427.05

\_\_\_\_\_  
Date / Signature Customer

\_\_\_\_\_  
Date / Signature Trackman

TrackMan Inc. - 16445 North 91st Street Suite 104 - AZ 85260 Scottsdale

Phone: 810-225-9855 - Reg. No. 26-3871825 - [www.TrackMan.com](http://www.TrackMan.com)

TrackMan Terms and Conditions apply - for more information please visit our website or contract your local sales representative.

## NEW GOLF CART FLEET

The new Kahite golf cart fleet was delivered and put into operation on Monday, June 7<sup>th</sup>. The Golf Advisory Committee was on hand for a ribbon cutting ceremony to properly recognize this big day for Tellico Village Golf. This is the first of the three replacement fleets and we anticipate receiving the Toqua and Tanasi fleets sometime in mid-late July.

The new carts are a game changer for Tellico Village golf and will have an immediate positive impact on the overall golf experience.

The Club Car Tempo Connect was recently recognized as the 2020 Best Electric Golf Car by Golf Digest and more information can be found at [www.clubcar.com](http://www.clubcar.com).





# Clubcar Connect will be available for Tellico Village Members Carts



## CLUB CAR CONNECT

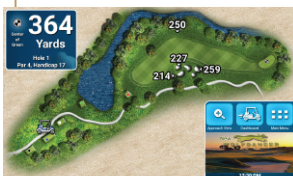
The Beginning of Greater Connectivity with Onward.

Use your own golf car on your neighborhood course now with Club Car Connect. Connect monitors available travel range, gives accurate pin placement and shows the status of your battery charge. Bluetooth Speakers allow for personalized music on and off the course. Connect is here and is now compatible with your electric Onward.

### FEATURES

#### ENTERTAINMENT EVERYWHERE

No need for other hand held accessories like range finders. Visage Golf Experience provides accurate pin placement, and touch for distance on the screen.



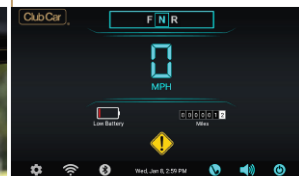
#### YOUR CAR, YOUR COURSE, YOUR WAY

The convenience helps reduce the hassle of having to lug your golf bag, your range finder and other equipment from your car to the fleet car.



#### PEACE OF MIND

Reduce anxiety around available travel range, receive alerts to status of your car battery charge, real time speedometer, odometer and engine alerts as needed.



#### NEED HELP FINDING SOMETHING?

Contact your sales representative or [consumermarketing@clubcar.com](mailto:consumermarketing@clubcar.com)

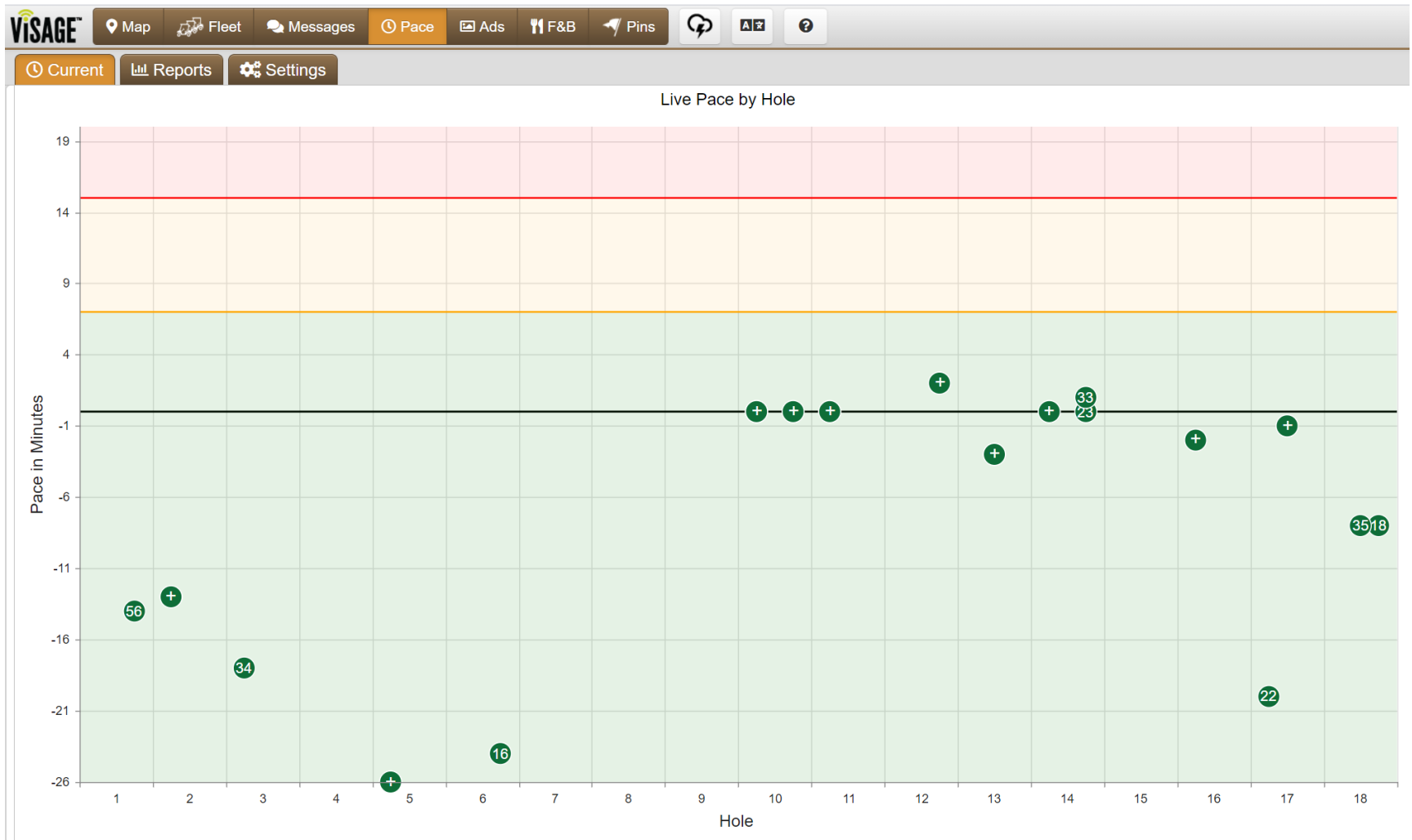
Part Number	MSRP	Description
47670557001	\$1,200	Club Car Connect for Onward (HP LHON)
47670557002	\$1,200	Club Car Connect for Onward

This product is also compatible with 2016 and newer electric Precedent and Tempo Club Cars.

©2019 Club Car LLC. Club Car believes the information and specifications in this piece of literature were correct at the time of printing. Specifications, standard features, options, fabrics and colors are subject to change without notice. Some features may be unavailable when your vehicle is built. There are no warranties, expressed or implied, contained herein. See the Limited Warranty in the owner's manual or write to: Club Car, PO Box 204658, Augusta, GA 30917. The company reserves the right to make design changes without obligation to make these changes on previously sold units or systems.

- Consumer Connectivity Kit can be installed on a member of Tellico Village that has a Club Car private cars year model 2014 or new gas or electric
- Kit comes with the “Golfer Experience Module” along with BlueTooth speakers, odometer, speedometer, battery range, engine alerts.
- Member will have access to GPS Yardages and Food and Beverage ordering for all three courses.
- Compatible with Ezgo and Yamaha cars. Package **would not** come with Bluetooth speakers.
- Ladd’s Knoxville would be the official dealer of the program.
- Tellico Village would have the opportunity to Track or Control the members cars once on property if they choose. (controlling Ezgo and Yamaha cars would have limitations)

# Visage



# Golf Advisory Committee Updates

## ➤ Committee Liaisons Reports

- FAC – Ron Coles
- LRPAC – Bob Brunetti
- CAC – Larry Fox

# Long-Range Planning Survey

## GOLF – LRPAC Survey Questionnaire

Is someone in your household a golfer or interested in learning to play golf?

\_\_\_ Yes

\_\_\_ No

If you are not a golfer, do you have an appreciation for the Value that Golf has for all Tellico Village Residents? Tellico Village Golf has a huge positive impact on Golfers and Non-Golfers alike including but not limited to the following:

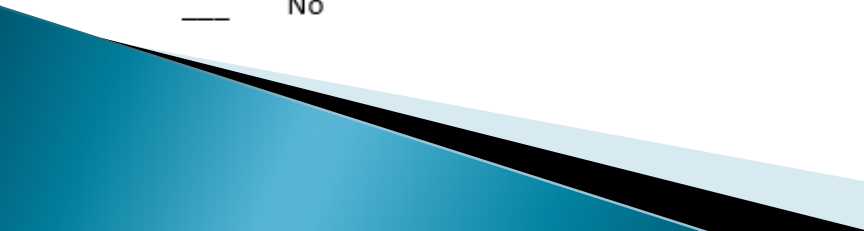
Golf and Recreation for overall health and well-being, Parkland activities, Added property value, Protected Greenspace including the Audubon Sanctuary Program, Neighborhood Drainage System, Clubgrounds and Common Property Maintenance, Golf Pro Shop and Gift Shop Revenues, Food and Beverage Revenue Impact, etc.

1. Do you feel that our golf courses should remain available for 'Parkland' activities so long as they do not interfere with golf activities? Y/N
2. Do you feel we should continue to partner with the Recreation Department in order to utilize our courses for other activities (such as biking)? Y/N
3. Do you feel that our courses should remain Audubon Certified in an effort to be good stewards of the environment? Y/N

Would you be willing to pay more for Golf to go 'Private'? (Member Play and Guest of Member Play only)

\_\_\_ Yes

\_\_\_ No



# Long-Range Planning Survey

If you answered yes, how much more per round would you be willing to pay?

\_\_\_ \$10

\_\_\_ \$5

\_\_\_ \$3

\_\_\_ \$7

Golf has a number of infrastructure needs and is growing at a rapid rate. Please rank the following Golf Course Improvement Project Concepts from 1 – 7 (in order of priority where 1 is the top priority):

\_\_\_ Expand the driving range-practice facility at Toqua

\_\_\_ Build a climate-controlled golf studio for golf simulation, custom fitting, lessons and golf specific training

\_\_\_ Redesign the Tanasi putting green into a world class short-game area

\_\_\_ Build a separate Par 3 Course or Executive 9

\_\_\_ Add a putting course

\_\_\_ Redesign the 15<sup>th</sup> green at Tanasi to improve playability

\_\_\_ Add a short-game practice area at Kahite

Other? \_\_\_\_\_

# Golf Advisory Committee

## ► 2021 Goals and Objectives

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!

# Tellico Village Handicap Committee

- Chair – Howard Higby
- MGA – Mark McMahan
- LGA18 – Nancy McDaniel
- LGA9 – Penny Manczko

[www.usga.org/handicapping](http://www.usga.org/handicapping)

## Handicap Score Adjustment for the Kahite Bunker Project

The Kahite Bunker Project is going extremely well and while the team is working to minimize the impact to play there will be some minor interruptions. We have had some questions about how to enter the proper score on a hole that is under construction, so please note the following:

Skipping a Hole – under handicapping rules this is treated the same as if a round is not completed. You would take par plus any handicap strokes you would get on that hole and enter that as your score on the hole.

Shortened Holes – if a hole is shortened to a par 3 you should adjust your score by 1 if regularly plays as a par 4 and by 2 if regularly plays as a par 5.

Handicap Committee



## Golf Operations Updates

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# COVID Operations – Phase 3 – Return to Normalcy

## Return to Normalcy

We are officially back to normal with all golf operations. The courses have all the regular accessories back in place including bunker rakes and ball washers. Bunkers should be played in accordance with USGA rules, and it is important to rake your tracks.

The rules allow you to leave in or take out the flagstick, but research data suggests that you will make more putts if you leave the flagstick in. This is especially true in Tellico Village where we have specialty flagsticks that are narrower in diameter and more receptive to shots. We have also dropped the cup saver attachment to the bottom of the cup, which affords you to use the flagstick to retrieve your ball from the bottom of the cup (please see the video below).

While solo carts remain available for rental, we need to start transitioning back to two carts per group including the use of private carts. This will reduce the wear and tear that cart traffic has on our golf courses and will afford more available carts for play.

Thank you for all your support through these trying times as Tellico Village Golf has never been stronger.

Your Golf Management Team

# Golf Calendar Updates

## Recent Events:

- ▶ Red-Tailed Hawk Invitational
- ▶ LGA18 – Diamonds in the Rough Member–Guest
- ▶ Junior Golf Camp

## Upcoming:

- ▶ British Open Par 3 Event at Tanasi on Tuesday, July 13<sup>th</sup>
- ▶ LGA18 Member–Member at Kahite on Monday, July 26<sup>th</sup>
- ▶ MGA Match Play – July 29<sup>th</sup>, 30<sup>th</sup> and August 5<sup>th</sup>
- ▶ VFW Golf Tournament at Toqua on Saturday, August 7<sup>th</sup>

Entire 2021 Calendar is available @ [www.golftellicovillage.com](http://www.golftellicovillage.com)



Dear Members and Guests,

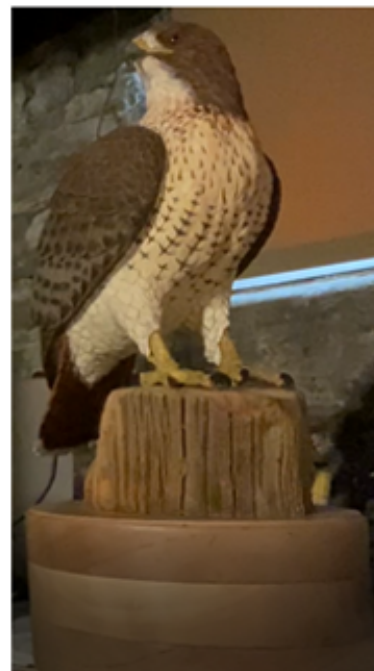
We are very excited to announce the arrival of a new and permanent Overall Champions Trophy for our Annual Red-Tailed Hawk Invitational. This trophy has been in the works since the 2020 event and special thanks goes to Tournament Committee Member Mr. Tom McPhee for leading these efforts. Additionally, our immense gratitude goes out to our Platinum Tournament Sponsor of The Cagle Cross Group with Merrill Lynch Financial Advisors for helping fund this project. This new Trophy is truly a work of art and one of a kind. It was hand crafted by Jim Durow from 'Wild Birds in Wood' who has been carving similar creations for over 47 years. The trophy will properly symbolize the most elite event in Tellico Village, The Red-Tailed Hawk Invitational, which was formerly known as the Men's Member-Guest. We will be adding a plaque for each overall champion to the base of the trophy to permanently recognize that achievement. We have a list of past champions dating back to 2004, so please let us know if you have any records that predate what we have so we can acknowledge all past and future winners.

Please check out the video link attached that fully chronicles the creation of the new Red-Tailed Hawk Invitational Overall Champions Trophy.

Sincerely,

Your Red-Tailed Hawk Committee

Barry Corle, Neil Cowley, Howard Higby, Tom McPhee,  
Chris Sykes and Adam Jacob





## 2021 Red-Tailed Hawk Invitational - Day 3 Final Results

Tellico Village, Tennessee  
June 19th, 2021

The 2021 Red-Tailed Hawk Invitational concluded on Saturday in spectacular fashion at Toqua Golf Club!

After completing the final 9-hole match, flight winning teams as well as three wild cards competed in three tee groups in a Shootout at Toqua Golf Club. They played holes ten, eleven, twelve and eighteen in an elimination-style format. The three winning teams from each tee group played hole nine for the overall championship:

Jeff Klatt & Bob McGreal (Hogan Flight)  
Jed Ellis & James Ellis (Nelson Flight)  
Steve Mayberry & James Carter (Mickelson Flight)

The teams played hole 9 and winning with a great par was the team of Ellis & Ellis to capture the 2021 Red-Tailed Hawk Invitational Championship. Congratulations gentlemen!



Our golf course superintendents Wells McClure (Tanasi), Jordan Clark (Kahite) and Tyler Thies & Jon North (Toqua) and their teams deserve a very special thanks for the superb golf course conditions that were enjoyed by competitors.

For complete results in all flights, please click the link below:

[Flights 1-6 \(Final Results\)](#)

[Flights 7-12 \(Final Results\)](#)

Well played by everyone and we look forward to seeing you back at our normal play date in June 2022.

Tellico Village Golf Management Team



### **2021 Tellico Village Junior Golf Academy**

The 2021 edition of the Tellico Village Jr. Golf Camp is off and running. Things have rebounded nicely from 2020 as we are back up to 77 campers this year. Campers are from all over the country and range between the ages of 7 – 16. They are broken out into three sessions where each of our PGA Golf Professionals lead in small group instruction.

Day 1 started off with introductions when all the kids got some new golf swag to take home. Our team does it right by first covering etiquette, rules and the fundamentals of the game. It will be an exciting week for sure full of instruction, competition and most importantly a lot of fun! The camp will conclude on Friday with a Tellico Village Junior Academy Championship on the Toqua Golf Course. Campers will be paired up and compete in a 2-person scramble format.

Thank you to everyone in Tellico Village for your support of this event and the growth of this great game.







# BRITISH OPEN

## PAR 3 GOLF TOURNAMENT

**JULY 13**  
2:30 pm

**\$5 ENTRY +  
GREEN & CART**

### THE FEATHER COURSE

#### @ TANASI GOLF CLUB

Players will have the chance to play "The Feather" Par 3 Course at Tanasi. Each player will select one Pro from the British Open Tournament. Your Par 3 score plus your Pros score will determine our winners. Sign-ups are now available via Chelsea events!



MGA 18 PRESENTS

# Match Play GOLF TOURNAMENT

**July 29, 30 and  
August 5, 2021**

8:30 a.m. Shotgun Start both Thursdays  
9:30 Tee times on Friday  
Sign up on Chelsea today!!

**REGISTER NOW!**

**\$15**  
PER PERSON

Play from White or Orange Tees

**Toqua Golf Club**  
200 Toqua Club Way  
Loudon, TN 37774

FOR MORE INFORMATION CALL US AT  
**865-458-6546**  
OR VISIT US AT TVMGA.COM



## Tellico Village VFW Post 12135 GOLF TOURNAMENT

**August 7, 2021. 9AM**  
Rain Date August 14, 2021

**Entry \$65 +greens fee**  
**4-person scramble**  
**open to all golfers**  
**Includes lunch & prizes**


Registration starts June 21<sup>st</sup> @  
**Toqua Clubhouse 200 Toqua Club way.**  
**Loudon, TN 37774**  
Contact Ed Frandle for more info 865-657-9350



## Golf Course Updates

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# Golf Course Updates

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



# Kahite Bunker Project

- Going extremely well and continues to exceed expectations.
- We are about ½ way, ahead of schedule and under budget.

Before



After



# Golf Marketing-Communications

- Big presence in 1<sup>st</sup> Quarter Newsletter and 2<sup>nd</sup> Quarter is in process
- Monthly 'Tellico Village Golf Talk' – next episode is a on the new carts and technology
- PGA Magazine Strategic Marketing via State Associations (Chicago, New York and California)
  - Women's Leaders in Golf Platform - Fall Event at Toqua on Monday, September 20<sup>th</sup>
- TGA Partner Program
  - Incremental found revenue and free state-wide advertising at a value of \$4K
- Constantly Updating Website – Chelsea 101 added to 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, three 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

2010 Toqua Club Way  
Loudon, Tennessee 37774  
(865) 458-6546  
@toquagolf

## TANASI GOLF COURSE

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

## THE LINKS AT KAHITE

400 Kahite Trail  
Vonore, Tennessee 37785  
(865) 488-7829  
@kahitegolf

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

@tellicogolf



865-458-7061

info@mpce.org @www.tellicovillage.org  
© 2012 Chelsea Real Loudon, Tennessee 37774

## 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 teas 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: 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.





**Tellico Village Golf is off to a Strong Start to 2021**

The game of golf has actually benefited from the Pandemic as result to being played in the great outdoors and the fact that you naturally socially distance playing golf. Golf rounds are up across the nation and Golf has never been stronger in Tellico Village. We are on the heels of a record year for golf participation in 2020 and 2021 has proved to be even busier.

In spite of another very wet start to the year with close to 18" of rainfall YTD compared to an average of right at 12", golf rounds are at an historic pace. Through the end of March, total rounds are 6,894 ahead of budget and 4,650 ahead of 2020. Unlimited programs have proven to be very popular in 2021 and are well ahead of budget through the first quarter. We have 159 individual, 83 two-person household and 267 twilight unlimited golfers as of April 1<sup>st</sup>. These programs can provide the best value for our members and help serve as the backbone for our golf operation.

As you would expect with the higher-than-expected activity, golf revenues are well above budget through the first quarter of 2021. The team continues to create new platforms for our golfing community, and this was on full display with our first ever All Vendor Demo Day. This collaborative effort led to one of the more exciting events in the history of Tellico Village Golf.

- All manufacturers that we carry and for which we have Professional Staffers were represented
  - Callaway, Cobra, Ping and Titleist which is unique to Tellico Village as no other course in our area could boast these relationships.
- New vendor partner, Hamarki Wellness, was on site giving out free product samples
- The Toqua Sports Bar and Grill provided excellent food and refreshments to further add to the event
- The Sports Animal was on Live Remote with Sports Talk further getting the word out about Tellico Village Golf

An All-Vendor Demo Day allowed our members the opportunity to 'taste test' all equipment options so they could make the best possible purchasing decision and therefore make maximum impact towards improving their games. This event was exciting to say the least and heavily attended. We custom fit between 400-500 persons and had club sales in excess of \$60K from this singular event. As a result of the events success, we are already working on plans for how to make the next one even better.

The team is not only looking to continue to create new and exciting golf programs but are also always looking for ways to become more efficient. We are driven daily towards Continuous Improvement and track those efforts with our CI matrix. These savings are primarily driven by your Golf Course Maintenance teams and we estimate a first quarter impact of over \$100K. Some highlights of these efforts include:

- Consolidating the Green Aeration process into one week for all three courses
- In-house bunker renovation with Capillary Concrete at Tanasi
- Collaborative effort with the Woodworkers for new tee markers at Toqua
- Cartpath repairs and section replacements at Tanasi
- Numerous smaller winter projects at all three golf courses



Golf league and clinic participation are at an all time high and we have held a number of golf events this early season. We are best suited to host outside events before the golf season kicks into full gear and we have hosted some outstanding events this spring. We hosted the Tennessee Golf Association Junior Tour at Toqua on Saturday, March 13<sup>th</sup> and Kahite on Sunday, March 14<sup>th</sup>. This was a great way to partner with our State Association and show off Tellico Village to families from across the state. We also recently had the good fortune to bring back the Loudon County Chamber of Commerce Golf Event. As you know we have some incredible Golf in Loudon County with 6 golf courses, 5 of which are on the lake, but Tellico Village is in a league of its own boasting 3 World Class Golf Courses. These events were not only a great way to not only show off golf, but to partner with AWE as well. We continue to work on further strengthening the overall Golf and F&B Experience through these types of events.

We continue to expand all collaborative efforts between departments to best take advantage of overall synergisms. Public Works is critical to our success and we routinely work together with them on projects. We have multiple marketing and communication improvement efforts in process including updates to the [www.golftellicovillage.com](http://www.golftellicovillage.com) website and a number of cooperative efforts with recreation as well including golf course parkland activities such as our weekly bike tours.

As you can see there is a lot of positive to talk about with Tellico Village Golf, but the biggest highlight of the year has to be the solution that is coming for our golf cart fleets. We are at a unique point in time and were able to leverage a very strong position to upgrade our golf carts. We were not only able to replace the oldest fleet at Kahite but the problem fleets at Toqua and Tanasi as well. We have new Club Car Tempo golf carts coming with the latest in technology that will have a significant impact on operations and the overall golf experience. The Club Car Tempo Connect was recently recognized as the 2020 Best Electric Golf Car by Golf Digest and more information can be found at [www.clubcar.com](http://www.clubcar.com). We were able to find this significant upgrade all the while saving money in the process. In addition to the standard golf cart fleet, we will also have access to 'free use items' that include: 3 Golf Course Superintendent Utility Vehicles, 2 Range Pickers and 2 Free Tempo Walk autonomous caddies. We expect the carts to arrive in mid-May and they will be a literal game changer for Tellico Village Golf.

The future of Golf in Tellico Village is very bright but none of this would be possible without a total team effort. I want to first express my gratitude to the best Golf Management Team in the business, the entire golf staff, POA staff, the golf advisory committee, the finance advisory committee and the Tellico Village Board of Directors. Whether you play golf or not you have all been a part of this success and why the future has never been brighter for Tellico Village Golf.

Thank you for all your continued support and we look forward to sharing many future successes together in Tellico Village Golf.

TE\_SC-PLATINUM\_SS-GREY\_BLACK\_BLACK



A NEW OPPORTUNITY FOR REVENUE, HEALTH, WELLNESS, AND PLAY

Help golfers rediscover the beauty of your course with Tempo® Walk, a new free autonomous caddy that offers GPS, storage, carting, cooling, and other amenities.

When golfers don't have to worry about carting and pulling a handicap or carrying their clubs, they can focus on something that first attracted them to the game: the traditions, strategic competition, and beautiful beauty of a golf course.





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