



City of Chaska

Memorandum

To: City Council
From: Dave Pokorney
Date: December 27, 2007
Subject: Town Course Survey Results

On a daily basis, Town Course patrons are encouraged to fill out customer feedback cards. Normally, the cards are filled out when they have a strong desire to give their positive or negative feedback on a specific topic. In addition to these random responses, three times during the summer the Pro Shop staff made an attempt to solicit feedback from golfers as they came off the course. Attached are the results of these surveys.

As you will note, the comments were very positive relative to the course, with the majority of categories receiving over 90% of good or excellent results. These results have generally improved over last year. Patrons indicated a very strong positive perception of the facility.

Two areas that had less than 80% good or excellent results were in "Pace of Play" and "Food." For the specific comments of the surveys, please feel free to contact me at your convenience.

DP:ms

2007 Town Course Survey Results

	EXCELLENT	GOOD	FAIR	POOR					
PRO SHOP									
Overall Impression	31	31	2	0					
	21	14	0	0					
	44	16	0	0	Total	% Excellent	% Good + Excellent	% Poor	
	96	61	2	0	159	60%	99%		0
Merchandise Cost	9	33	13	1					
	7	18	8	0					
	17	32	7	0	Total	% Excellent	% Good + Excellent	% Poor	
	33	83	28	1	145	23%	80%		1%
Merchandise Displays	13	37	9	0					
	17	13	2	0					
	26	29	1	1	Total	% Excellent	% Good + Excellent	% Poor	
	56	79	12	1	148	38%	91%		1%
Tee Time Scheduling	34	24	1	2					
	27	7	0	0					
	42	16	3	0	Total	% Excellent	% Good + Excellent	% Poor	
	103	47	4	2	156	66%	96%		1%
PRACTICE FACILITIES									
Overall Impression	30	26	0	0					
	22	9	0	0					
	40	18	0	0	Total	% Excellent	% Good + Excellent		
	92	53	0	0	145	63%	100%		
Range	20	29	5	0					
	18	10	1	0					
	35	20	2	0	Total	% Excellent	% Good + Excellent		
	73	59	8	0	140	52%	94%		
Putting Green	26	28	3	0					
	19	9	1	0					
	38	19	2	0	Total	% Excellent	% Good + Excellent		
	83	56	6	0	145	57%	96%		
Chipping Green	28	22	1	0					
	18	11	1	0					
	36	19	0	0	Total	% Excellent	% Good + Excellent		
	82	52	2	0	136	60%	99%		
GOLF COURSE									
Overall Impression	35	27	2	0					
	28	6	0	1					
	47	15	0	0	Total	% Excellent	% Good + Excellent	% Poor	
	110	48	2	1	161	68%	98%		1%
Tee Areas	37	27	0	0					
	26	8	0	0					
	37	22	0	0	Total	% Excellent	% Good + Excellent		
	100	57	0	0	157	64%	100%		
Fairways	36	28	0	0					
	28	9	0	0					
	45	13	3		Total	% Excellent	% Good + Excellent		
	109	50	3	0	162	67%	98%		
Quality of Greens	26	32	5	0					
	16	15	4	0					
	30	22	7	2	Total	% Excellent	% Good + Excellent	% Poor	
	72	69	16	2	159	45%	89%		1%
Speed of Greens	19	39	1	3					
	15	11	6	2					
	31	24	3	2	Total	% Excellent	% Good + Excellent	% Poor	
	65	74	10	7	156	42%	89%		4%
Yardage Markers	32	28	3	0					
	18	13	2	0					
	35	19	4	1	Total	% Excellent	% Good + Excellent	% Poor	
	85	60	9	1	155	55%	94%		1%
Weather Shelters	16	35	4	1					
	15	13	1	0					

	EXCELLENT	GOOD	FAIR	POOR					
STARTERS/RANGERS									
Overall Impression	43	18	1	2	Total		% Excellent	% Good + Excellent	% Poor
	22	9	2	2					
	42	16	2	1					
	107	43	5	5					
Speed of Play	20	24	12	7	Total		% Excellent	% Good + Excellent	% Poor
	12	10	9	4					
	36	16	3	3					
	68	50	24	14					
What are your expectations for speed of play? (Average taken from 49 responses.)	Hours		Minutes		Total		% Excellent	% Good + Excellent	% Poor
	4		17						
	4		16						
	4		20						
	4		18						
Did the Rangers introduce themselves to your group today?	30	16	3	4	Total		% Excellent	% Good + Excellent	% Poor
	21	7	2	3					
	33	6	9	6					
	84	29	14	13					
TOWN COURSE GRILLE									
Overall Impression	16	22	6	5	Total		% Excellent	% Good + Excellent	% Poor
	12	10	7	2					
	24	17	1	2					
	52	49	14	9					
Service	20	27	1	0	Total		% Excellent	% Good + Excellent	% Poor
	15	13	2	0					
	27	16	1	1					
	62	56	4	1					
Food	9	27	7	6	Total		% Excellent	% Good + Excellent	% Poor
	10	11	6	3					
	20	19	2	2					
	39	57	15	11					
Cleanliness	20	24	2	0	Total		% Excellent	% Good + Excellent	% Poor
	14	13	3	0					
	28	15	1	1					
	62	52	6	1					
Beverage Cart	19	27	5	0	Total		% Excellent	% Good + Excellent	% Poor
	15	9	4	1					
	24	13	7	1					
	58	49	16	2					
GENERAL									
Overall Impression	28	27	1	0	Total		% Excellent	% Good + Excellent	% Poor
	23	11	0	1					
	45	11	1	0					
	96	49	2	1					
Value	23	31	5	0	Total		% Excellent	% Good + Excellent	% Poor
	16	14	3	1					
	34	19	6	0					
	73	64	14	1					
Facility	32	21	4	0	Total		% Excellent	% Good + Excellent	% Poor
	21	12	1	0					
	42	13	3	0					
	95	46	8	0					
Staff Assistance	37	20	1	1	Total		% Excellent	% Good + Excellent	% Poor
	19	12	1	1					
	43	13	3	0					
	99	45	5	2					
Staff Open to Suggestions	25	22	2	0	Total		% Excellent	% Good + Excellent	% Poor
	14	7	1	1					
	32	18	1	2					
	71	47	4	3					

Comments: From the fall of 2007.

- Excellent Course!
- Fire the cook – Food is over priced and average.
- Beautiful!
- Very nice facility – Worth a return trip.
- Excellent Golf Course – I hope to be invited back again! Thanks again!
- Leaf blower guy shouldn't have it running while player are trying to putt. Need a liquor license.
- Stop putting people out on #10 in the evenings during Men's League. Thanks.
- Over priced for non-residents.
- Greens are rough. They were great last week.
- Greens in rough condition. Emphasize ball repair!
- This was a wonderful course. I absolutely loved it. Thanks!
- All rangers should wear name tags.
- Cart lady was very friendly.
- Need a clock on the driving range.
- We enjoyed our initial meeting/encounter in the Pro Shop with Mr. Smith.
- Buy a mower! Rough was way too long – couldn't find balls within 10 yards of the green!! Slows down play considerably.
- Very pricey for non-residents.
- Need some granite ramps to some of the bridges. Mow rough a "little" lower. Beautiful fairways and excellent conditions.
- Gorgeous course – very friendly, helpful staff. Never played here before but we sure will!
- Give Chanhassen resident rates.
- Always an excellent time!
- Please charge less for carts on "Cart Path Only" days.
- Course is great, there is not much you can do with the greens. The cool weather prevents aerating.
- Would like some front button women's cotton shirts with the TC logo. Need a potty between 15 & 16.
- Greens had a lot of bumps and divots. Beverage cart had no nut rolls.
- Love the course, staff, etc. 18 holes with my hubby on a nice Sunday afternoon.....priceless!
- Just a great day at a great course. Thank you.
- Carts need to have wind screens.
- Wonderful time!
- Awesome, great value!
- Build a new clubhouse. Get the greens better.
- Love the snack ladies and Ranger Tim.
- Get groups going.
- Of all the course I have played over the years, never have I seen as dedicated a commitment to perfection as at the Town Course Grille. Well done.
- This course is always a treat to play. However, wiping goose grease from my ball wrecks my concentration.
- Encourage players to repair ball marks.