

Managing your Course During COVID-19



Amy LaVange - Host
Director of Marketing



Christian Arntsen - Presenter
Sr Product Manager



Mark Farrow - Presenter
Director of MMS



foreUP

Join the Discussion

The screenshot shows a Zoom webinar interface. At the top, a black bar contains a timer (00:48:42), room expiration status, and icons for search, mute, video, chat, and a warning. The main content area has a white background with the title "Managing your Course During COVID-19" in blue. Below the title are three host/presenter cards: Amy LaVange (Host, Director of Marketing), Christian Arntsen (Presenter, Sr Product Manager), and Mark Farrow (Presenter, Director of MMS). The bottom of the main area features a teal banner with the "foreUP" logo and a background image of a golf course with virus particles. On the right, a sidebar shows a list of chat messages from participants like Mark Jones, Anne, Lewis T., Trecey Pepper, and Donald. At the bottom of the sidebar is a text input field "Write your message here..." with a blue arrow pointing to it.

00 : 48 : 42
Room expiration ?

Managing your Course During COVID-19

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Settings
Chat
Polls
Offers
Videos
Files
Slides
Speak

Set sticky message...

Mark Jones
Hello everyone, welcome

Mark Jones
We will start in a few minutes

Anne
Thank you Mark, can't wait!

Lewis T.
I am ready. I have also been reviewing the prep up material as a warm up LOL

Trecey Pepper
Will there be a replay of this session?

Mark Jones
Yes Tracey, we will be recording the whole webinar. It will be available within minutes once we're done.

Trecey Pepper
Awesome, thanks!

Donald
Hello everybody! Am I late?

Mark Jones

To everybo... ⋮ Send as chat ⋮

Write your message here... >

The calm serenity of the golf course, where the only thing that's on your mind is golf, takes you away from the negative of the world and the chaos of the pandemic.

Braeden Berry | Covington, GA | Local News Coverage



Quick On-Course Changes to Ensure Safety

Walking Vs. Driving

- Walking suggested
- Walking required
- One to a cart
- Constant sanitization
- No caddies

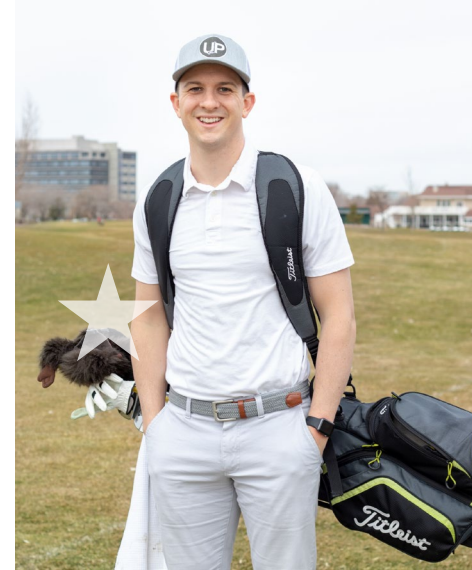
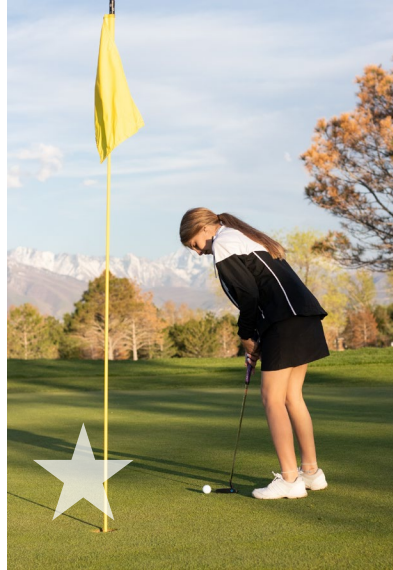


Limiting Human Interaction

- Two club-lengths
- No Handshakes
- No high fives
- Rangers keep distance



On the Course



Tools for Meeting Off-Course Restrictions

Christian Arntsen | Sr Product Manager



Overview

- Increasing increment settings
- Requiring online payments
- Online sales
- Starter sheet
- Mobile check-in
- Digitize your payment methods



Tee Time Increments

- Increase tee time increments for social distancing

Increment Label ?

Covid-19

Highlight Color ?

#6aa84f

Tee Sheet Side

Front and Back 9 ▼

Start Date ?



Mar 27, 2020

End Date ?



Apr 27, 2020

Start Time ?

12:00am

End Time ?

11:59pm

Number of Holes ?

9 holes

18 holes

Increment ?

7/8 min ▼

Increment Settings

Time to Finish 9 holes ?

2 hours ▼

☐ Notify all participants ?

☐ Use Sunrise/Sunset for Open & Close ?

Sunrise Offset ?

0

Sunset Offset ?

0

☐ Automatically Mark Player as No-Show

Minutes Before Tee Time

☐ Automatically Delete a No Show

Minutes Before Tee Time



Require Online Payments

- Touchless operation

The screenshot displays the Timpanogos Country Club booking website. A modal titled "Payment Method" is open, showing the "Pay Online" option selected. The total price is \$92.40, and a note indicates a \$0.00 pre-payment fee is required to book online. The background interface includes a calendar for March 2020 with the 26th selected, 4 players, and a grid of tee times ranging from 10:30am to 1:30pm, all priced at \$17.85 per person. The top navigation bar includes links for Reservations, Facility Info, Buy Pass or Gift Card, My Account, and Logout.

Timpanogos Country Club Reservations Facility Info Buy Pass or Gift Card My Account Logout

Facility: Timpanogos Country Club Booking as: Book a Tee Time! Change

Date: 03-26-2020

March 2020

Su	Mo	Tu	We	Th	Fr	Sa
23	24	25	26	27	28	29
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Players: 1 2 3 4

Time of Day: Morning Midday Evening

Holes: 9 18 Show Specials Only

Booking Rules

Payment Method

☒ Pay Online **\$92.40**

Pre-payment required to book online **\$0.00 fee required to book online**

By selecting "Pay Online" you agree to the following terms: To help ensure we can remain open, and for the safety of all our customers, and staff during this covid 19 epidemic. The following rules will be in place: 1. The pro shop will be closed, we are only accepting online payments 2. All ball cleaners will be covered 3. No carts will be issued 4. No bunker rakes 5. You may purchase drinks and snacks from beverage cart if you load a credit card onto you online profile

Continue

Time	Price
10:30am	\$23.10
11:00am	\$17.85
11:30am	\$17.85
12:00pm	\$17.85
12:10pm	\$17.85
12:20pm	\$17.85
12:30pm	\$17.85
12:40pm	\$17.85
12:50pm	\$17.85
1:00pm	\$17.85
1:10pm	\$17.85
1:20pm	\$17.85
1:30pm	\$17.85

Online Sales

- Gift Cards
- Passes

Edit Pass Monthly Membership

Details

Registration

Pass Settings

Pass Rules

eCommerce

History

Available for purchase online

Terms and Conditions

Please read these Terms and Conditions ("Terms", "Terms and Conditions") carefully before using the <http://www.mywebsite.com> (change this) website and the My Mobile App (change this) mobile application (the "Service") operated by My Company (change this) ("us", "we", or "our").

Timpanogos Country Club

Reservations

Facility Info

Buy Pass or Gift Card

My Account

Logout

Buy Pass or Gift Card

Buy Pass

or

Buy Gift Card

Select a Pass to Purchase:

MONTHLY MEMBERSHIP \$41.00

100% off golf 11am-5pm. Pass will be billed \$40.00/month with a min. term of 3 months. (Requires Payment Method on File)

SPRING MENS LEAGUE PASS \$5.00

Reserve your spot in our Mens league with our Spring Mens League Pass! (Requires Payment Method on File)

THE JUNIOR PUNCH PASS \$12.00

Juniors are ages between 5-18

TIMPANOGOS ANNUAL PASS \$1200.00

Get the earliest access to tee times at a discounted rate!

TIMPANOGOS PUNCH PASS - BEST VALUE! \$10.25

Digital Starter Sheet

- Touchless operation
- Manage pace of play
- Enforce rules

UP Tee Sheet 14 3% 8 3 \$69.3 Bookings Occupancy No Shows Checked-in Revenue Christian Arntsen 0

Thursday Mar. 26

Front 9 Back 9

10:00 am

Arntsen, Christian 12 13 **Place of Play**

9:53 AM 10:37 AM 10:37 AM Front Nine Back Nine Total 0 hr 44 min 0 hr 0 min 0 hr 44 min

10:10 am

Corson, Jesse 3 32 **Place of Play**

10:37 AM Turn Time End Time Front Nine Back Nine Total

10:20 am

Wade, Wayne 0 0 **Place of Play**

Start Time Turn Time End Time Front Nine Back Nine Total

10:20 am

Uhrig, Thomas 0 0 **Place of Play**

Start Time Turn Time End Time Front Nine Back Nine Total

10:50 am


Aginsky, David 0 0 **Place of Play**

Start Time Turn Time End Time Front Nine Back Nine Total

Mobile Check-In

Give your customers the opportunity to check themselves in via their cell phones or home computer!

Congratulations **Jason**, your reservation has been booked.



test

Reservation Details	
Facility foreUP Golf Links Bryce Canyon	Details Date: 3/27/20 Time: 8:15am Holes: 18 Players: 1

You're all set to tee off!
Get out on our greens faster by using our self check in.

[Pay & Check In Now](#)

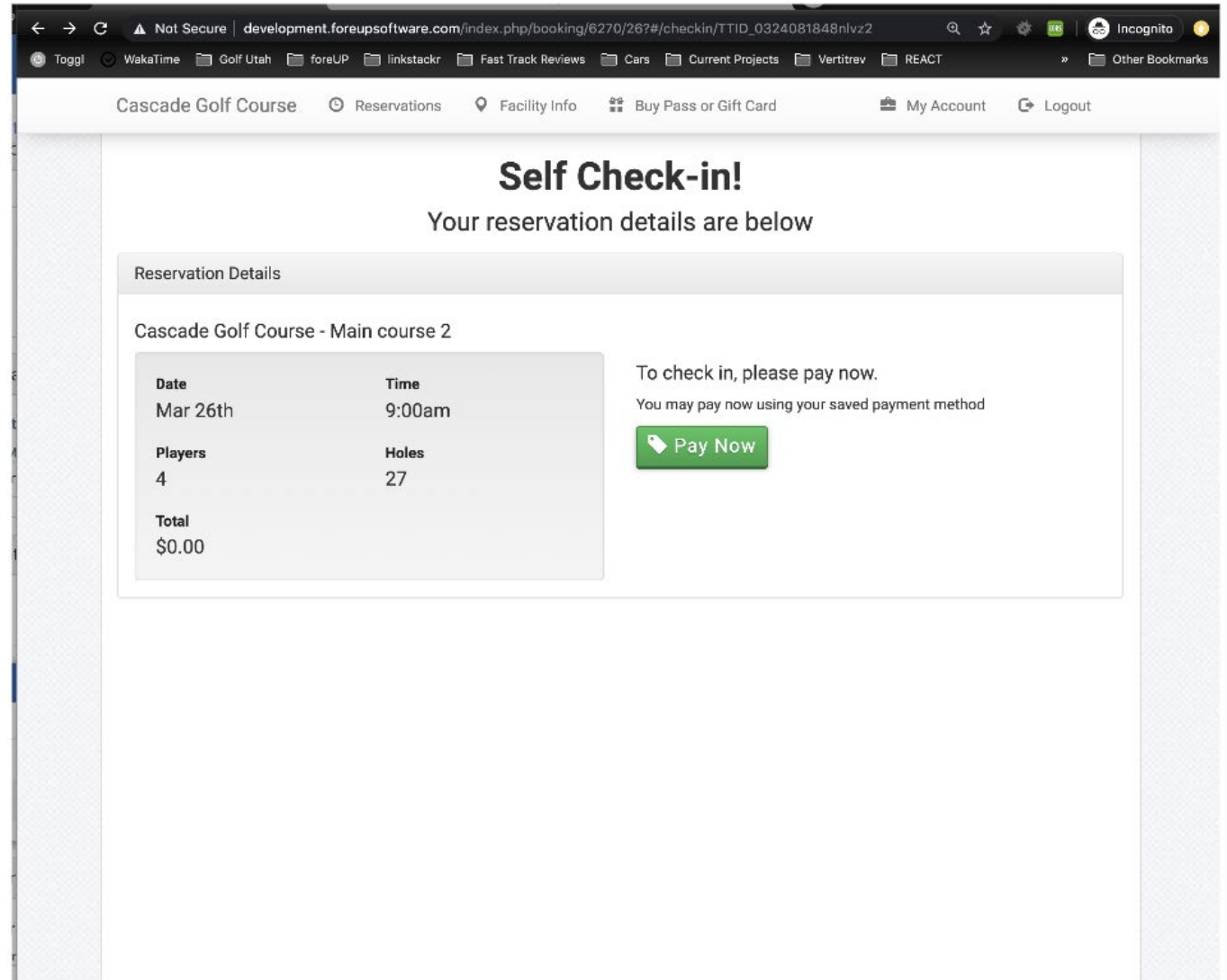
You can always book your next reservation online. Bookmark [foreUP Golf Links Online Booking](#) now!

If you have any questions or concerns, you may contact foreUP Golf Links at 623-692-317

If you need to cancel your reservation for any reason, please [click here](#)

Mobile Check-In

Pay now!



Digitize your payment methods

- Ring up a tab, or utilize payment methods on customer file
- No more swiping credit cards

Charge Card M/C xxxx

Cash

Check

Credit Card

Gift Card

Raincheck

Punch Card

Coupon

Loyalty Points

Making a nickname

Pro Shop

Maintaining Revenue Streams

Subscription Golf Model

Timpanogos Country Club

⌚ Reservations

📍 Facility Info

🛒 Buy Pass or Gift Card

👤 My Account

🚪 Logout

⌚ My Reservations

\$ My Gift Cards

\$ My Passes

⚙️ Minimum Spending

📅 Billing

👤 Account Information

✉️ Email Subscriptions

Current Balance

\$1,250.00

Mar 20th statement balance

Due in 24 days on Apr 19th, 2020

\$1,250.00

Make a Payment

⬆

My Passes

SPRING MENS LEAGUE PASS

PRICE

\$5.00

RENEWS

04/20/2020

✓ ACTIVE

ⓘ PASS DETAILS

MONTHLY MEMBERSHIP

PRICE

\$40.00

RENEWS

04/26/2020

✓ ACTIVE

ⓘ PASS DETAILS

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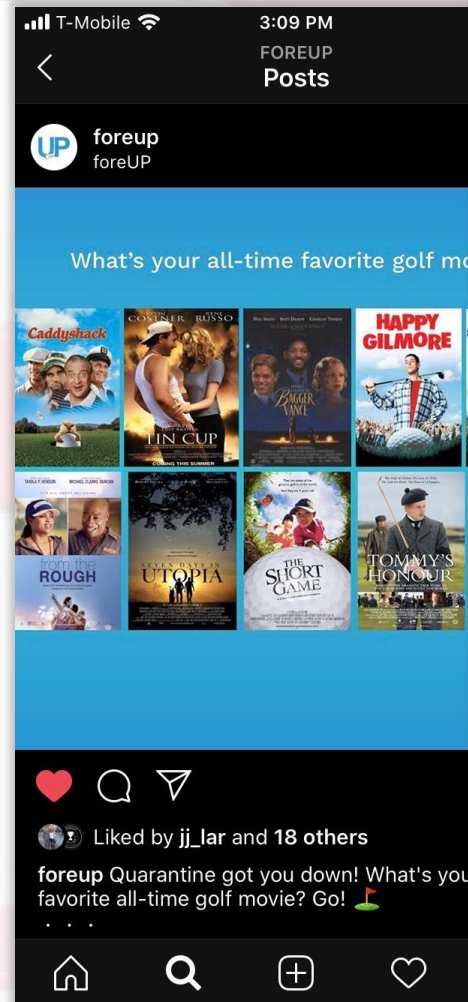
Successful subscriptions we have seen by courses

- Unlimited range use
- Value added items on visit
- Better rack rates and privileges
- Cancellation notices
- Trial periods

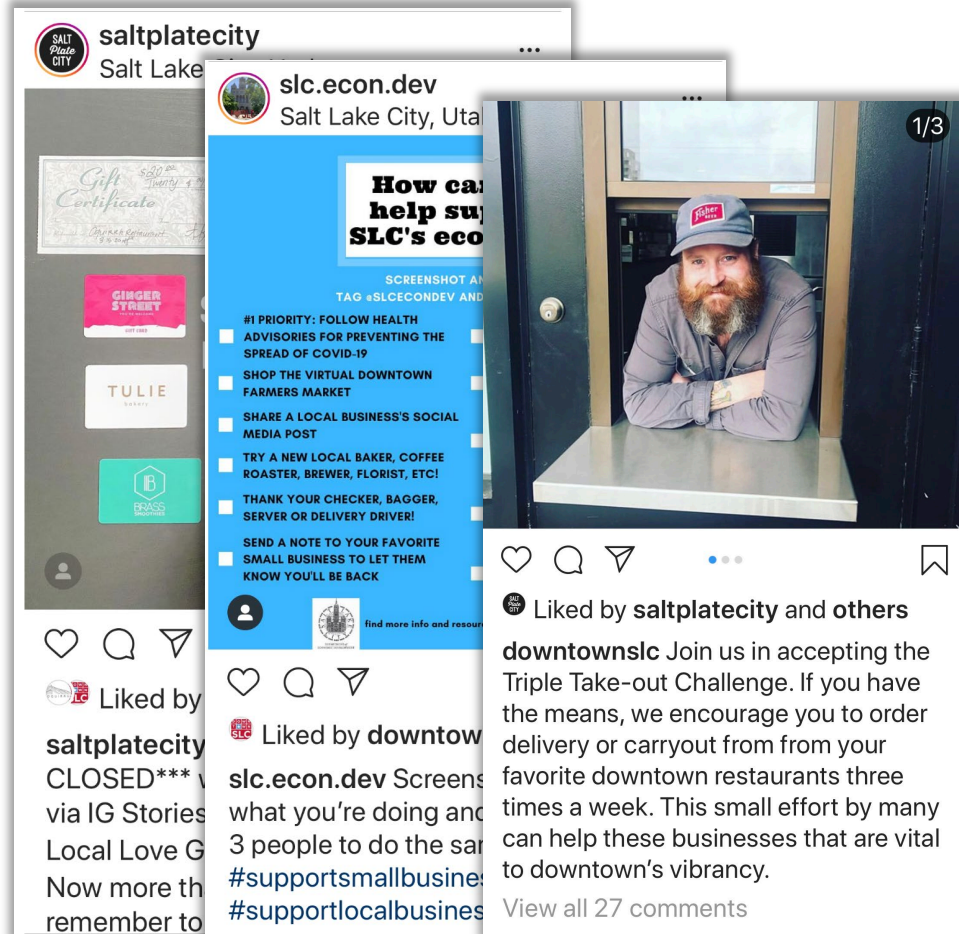
MONTHLY MEMBERSHIP \$41.00

100% off golf 11am-5pm. Pass will be billed \$40.00/month with a min. term of 3 months.
(Requires Payment Method on File)

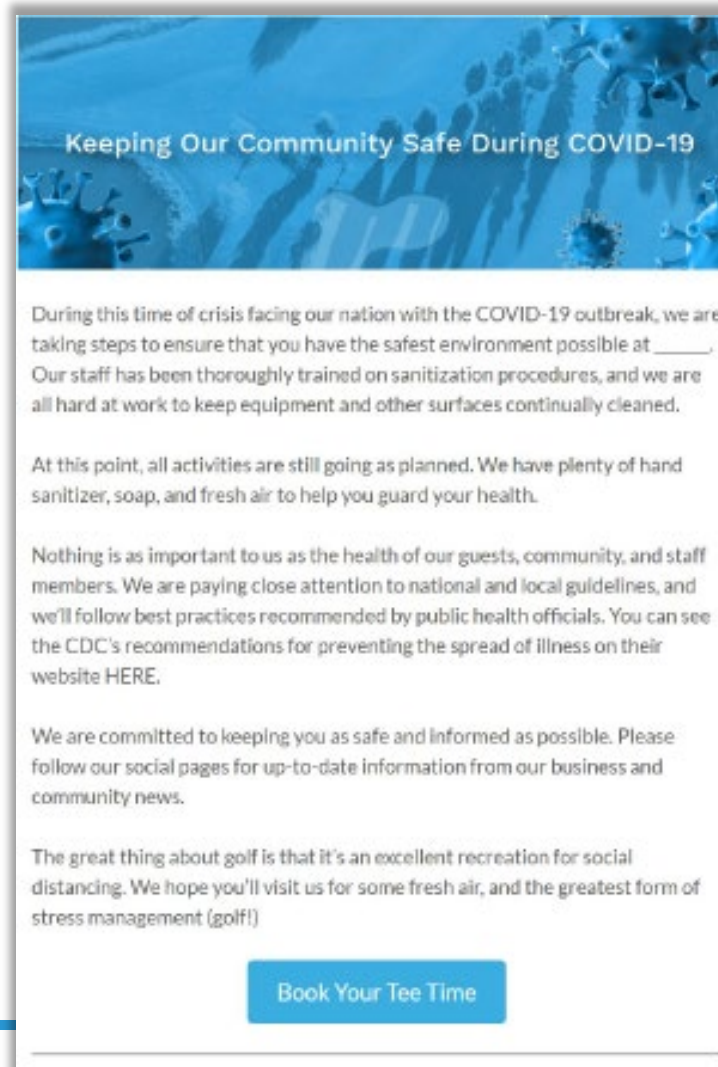
Stay Social



Support Local Businesses



Keep Your Customers Aware



Keeping Our Community Safe During COVID-19

During this time of crisis facing our nation with the COVID-19 outbreak, we are taking steps to ensure that you have the safest environment possible at _____. Our staff has been thoroughly trained on sanitization procedures, and we are all hard at work to keep equipment and other surfaces continually cleaned.

At this point, all activities are still going as planned. We have plenty of hand sanitizer, soap, and fresh air to help you guard your health.

Nothing is as important to us as the health of our guests, community, and staff members. We are paying close attention to national and local guidelines, and we'll follow best practices recommended by public health officials. You can see the CDC's recommendations for preventing the spread of illness on their website [HERE](#).

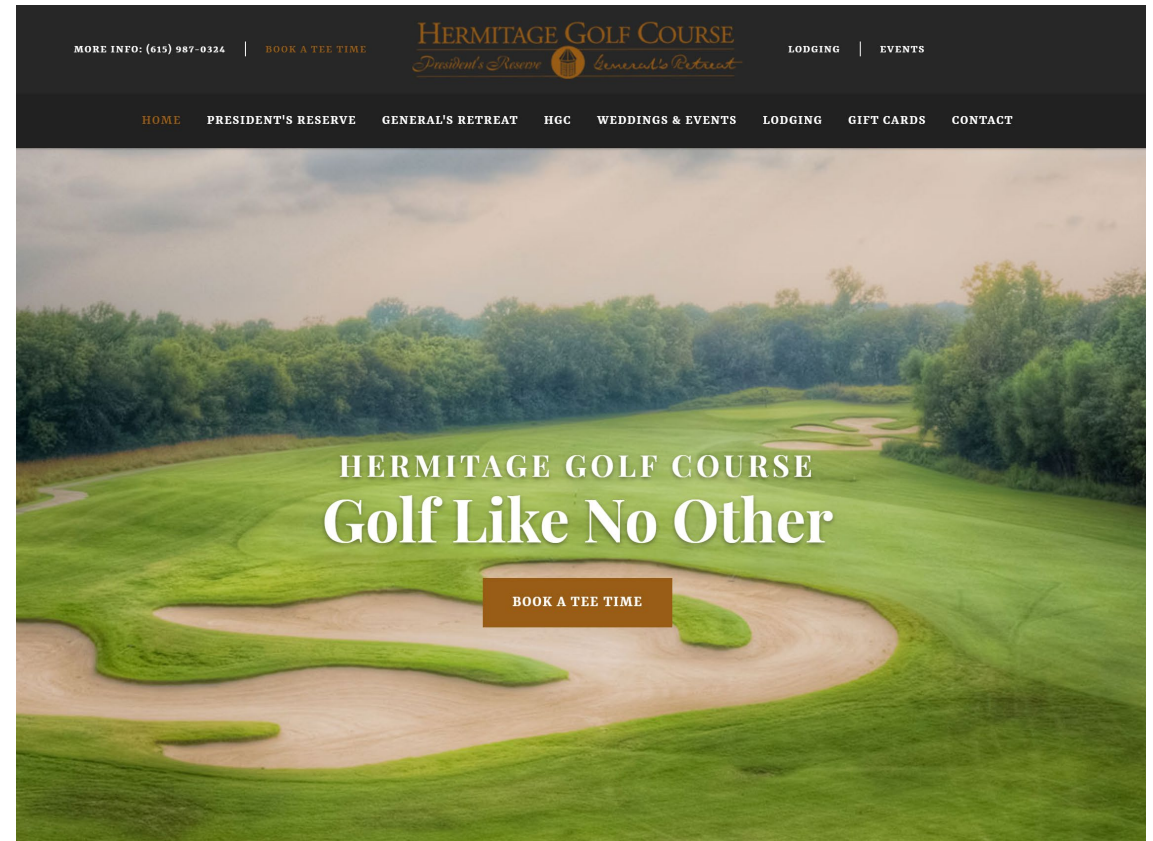
We are committed to keeping you as safe and informed as possible. Please follow our social pages for up-to-date information from our business and community news.

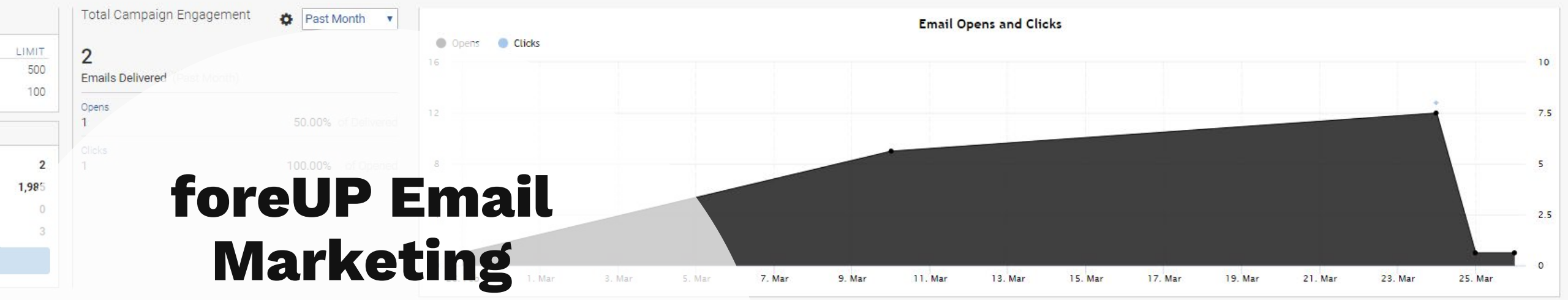
The great thing about golf is that it's an excellent recreation for social distancing. We hope you'll visit us for some fresh air, and the greatest form of stress management (golf!).

[Book Your Tee Time](#)

Hermitage – March 26

- 28 take-out dinners served
- 362 golfers





Custom Templates

Sent Campaigns

Drafts

Generic 1

foreUP

Use

Preview

Generic 2

GOLF CLUB

Use

Preview

Generic 3

foreUP

Use

Preview

Generic 4

ADD GOLF PHOTO/LOGO HERE

Use

Preview

Generic 5

Grass so green it will rock your socks off!

Use

Preview

Community Builder Pr...

18 BIRDIES

Use

Preview

Standard Promotion

BOGO

Use

Preview

Basic Newsletter

Meet the Pro

Use

Preview

Lessons

Use

Preview

Happy Birthday

MAKE A WISH!

Use

Preview

Thank You

Thank You for Golfing with Us!

Use

Preview

Lapsed Customers

We've Missed You!

Use

Preview

Let's Catch Up

Let's Catch Up!

Use

Preview

Season's Starting

Season's Starting

Use

Preview

Father's Day

Happy Father's Day!

Use

Preview

Thank You

Thank You for Golfing with Us!

Use

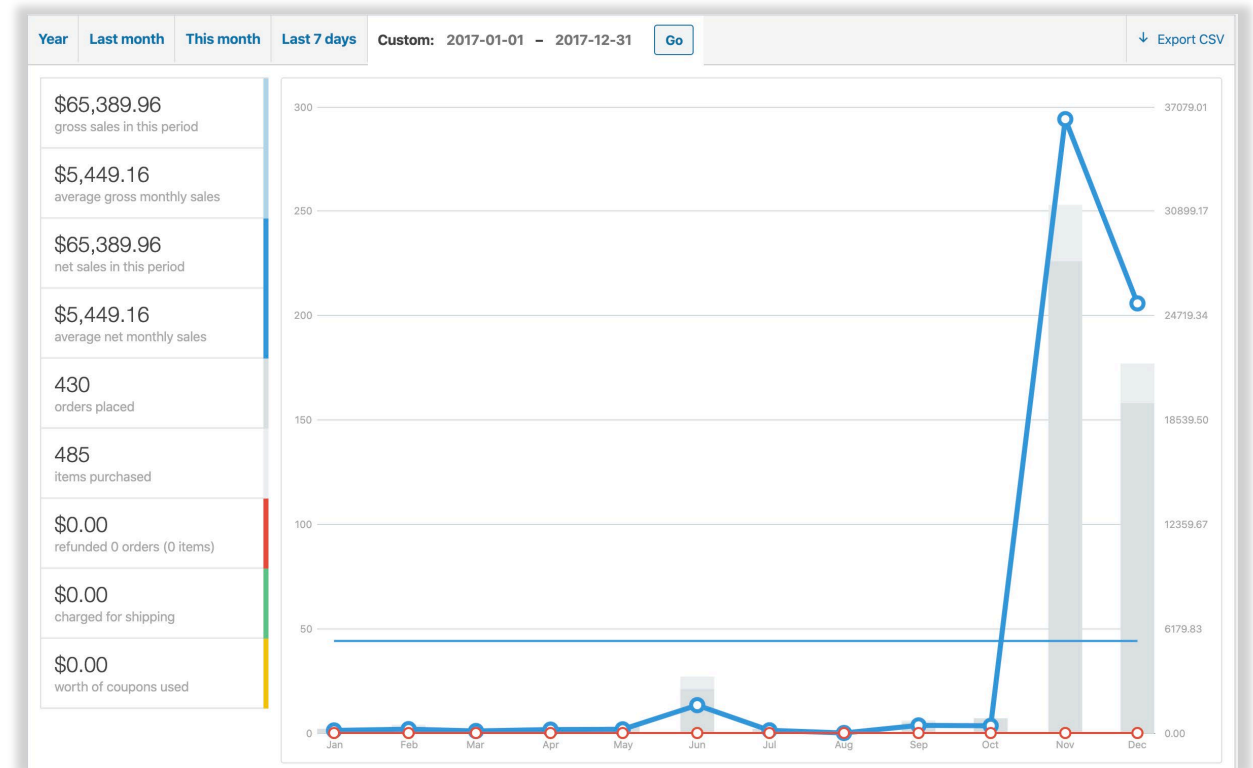
Preview

Reassure Your Customers

- Sanitization procedures
- Team safety measures
- Stay informed with government regulations

Now Offering Managed Marketing Services

- Grow your revenue
- We'll plan the year WITH you
- We execute your plan
- Let experts handle the Nitty Gritty




Last year we saw an 11% lift in revenues over the prior year, across 168 courses


Save Golf

Sign the petition

change.org Start a petition My petitions Browse Membership Q Log in

Keep American Golf Courses Running during Covid19



 **Brendon Beebe** started this petition to @DonaldTrump

More than ever we need healthy recreational activities. We are seeing golf courses around the country continue to adapt. They are making the sport safe, but the government is shutting them down. We should be fighting to keep whatever business we can up and running.

The NGCOA has released a set of guidelines to run a course safely:
<https://www.ngcoa.org/info-centers/covid19/park-and-play-program>

612 have signed. Let's get to 1,000!



☒ Display my name and comment on this petition

 **Sign this petition**

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.

Join the Discussion

Pro Shop Talk

Private group

About

Discussion

Members

Events

Photos

Watch Party

Moderate Group

Search this group

foreUP

foreUPgolf.com

ProShopTalk

Joined

Notifications

Share

More

Ryan Petersen

updated the description.

March 24 at 1:06 PM

This group is for all of our amazing foreUP clients in the foreUP Family! Here we can talk network, socialize, and talk about problems facing us and how we can help one another have better businesses in the golf space.

Jennifer Jenson Larsen and 2 others

Seen by 5

Like

Comment

Write a comment...

CATEGORIZE POSTS

Create Topic

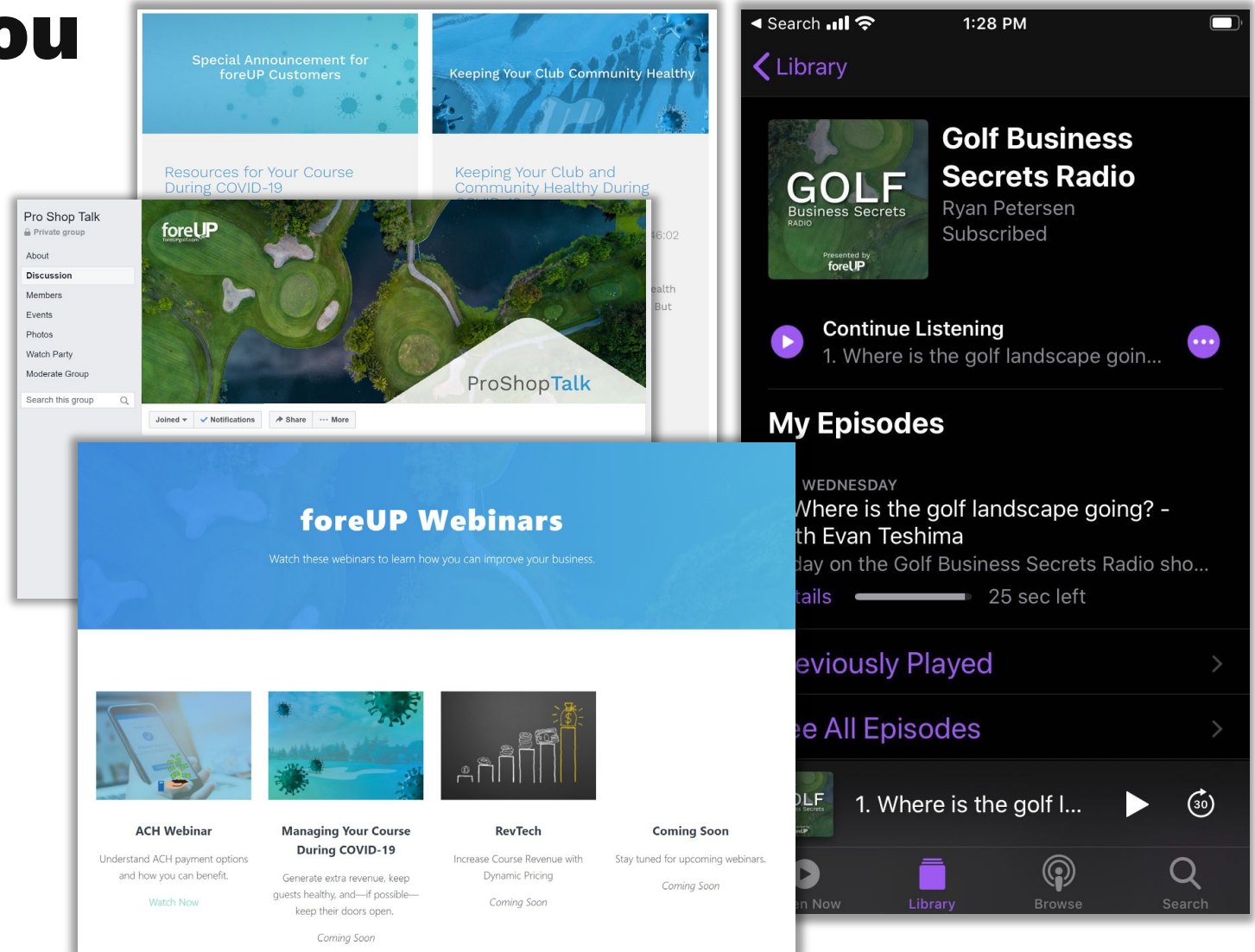
Add topics to posts to help group members find the information they're interested in.

INVITE MEMBERS

+ Enter name or email address...

Resource's For You

- Blog posts
- Webinar's
- Podcast
- Facebook group



Questions?

Thank You For Joining Us

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Sr Product Manager

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