

Pro-Managers Report November 24th, 2024

The 2024 season with all its success can only be attributed to one certain fact, Aroostook Valley is loved and held in high regard by all its Members and Guests! To think that we could have survived and continued to provide such a wonderful golf course and atmosphere did not seem possible just two years ago. Aroostook Valley's successful year and future is a direct result of hard work and dedication by the Membership and its many volunteers, staff, guests and management all working together to keep our facility in tip top shape and in a good position where with continued hard work and forward thinking we will keep growing and thriving!

Attending my PGA meetings, I had the opportunity to network with many individuals who represent their facilities from all over Atlantic Canada. There is no doubt that every facility enjoyed record number of rounds played, revenues realized were way up and courses were so busy it was a challenge to get tee times with clubs experiencing long wait lists for Membership. The weather played a key role in this positive season especially considering the many days lost to rain in 2023 with course closures and unplayable conditions being the norm. When asked countless times "how are things at Aroostook Valley?" and "how was your season?" I think people who are aware of our situation were surprised by my enthusiastic response. They could see on my face how positive I felt and were genuinely surprised, yet happy, to hear that we had a good year and that I expressed how we have "turned the corner" and are planning for the future! You see our definition of a good year and the definition of all other golf facilities are very different. When I talk to them about our Membership numbers, rounds played, maintenance budget, and staff numbers they cannot understand how we have kept the doors open! I can understand that because most of those facilities faced with the same challenges would have closed! We have what many do not, a small but over the top supportive Membership, we have little to no debt, and we have an absolute JEWEL of a golf course where golfers are sure to return time and time again after experiencing it's play-ability, charm and hospitality. There is so much potential for growth and we must be forward thinking and start to market the course and its geographical location and dare I say unique way to access it.

I truly believe **we need to stop looking at our method of getting to the club as an obstacle and start to market it as a positive** and play on its charms and how it sets us apart from almost any other golf course in the world! We have proven that people will go out of their way to find us and travel to the club. We simply need to improve that journey and take away any uncertainty going forward so we cannot be denied access. That work has started and **thanks** to Mike Dube and Dr. Mary Pedersen we can plan for the future, improve access and look for ways to grow our business. I am pleased to announce that starting next year we will be able to access the course without using the shoulder of the Russell Rd. Dr. Mary Pedersen has agreed to work with us and provide us with a parcel of land that we will use as vital infrastructure in accessing the course. What that looks like is still being finalized but once again this action will help secure and sure up access to our property. As planning is firmed up we will keep the membership informed of our progress. The ultimate goal is to end up with a good surface to drive on from the Brown Road all the way to our property. Landowner Mike Dube is completely on board and has been such a supporter of AVCC that we need to work with him **mindfully and respectfully** as to benefit his property and our access. In short, we can all come out winners. This project will take some time and will ultimately have to be done in stages. This should be very exciting news! All we need to do is get people to the golf course and the sky is the limit. Our job is to continue what we are doing and continue to support the Club, stay involved!, Volunteer, participate in events and enjoy the facility. Along with your Board of Directors, together we can come up with ways to increase revenues and keep expenses in check. We need to think Big though! **The past is the past, it's time for acceptance and optimism knowing we can grow.**

I would like to **thank** the employees of the club. We are all amazed by how much you get done! All of the Members comment daily on what a great job you do and how much **they appreciate you!** It kind of goes without saying, it is on full display any time we call for volunteers. Whether it be greens aeration, winter tarp placement and removal, work on buildings and grounds, and the many successful golf tournaments at the club, volunteers always answer the call. These people do not help because they want to be singled out or for recognition, they do it because they see how hard the staff works and how with their help we can achieve so many great things! **I will say it again we are not a golf course! We are a golf club”**

We also have many donors to the club. Once again, I won't mention names, but their generosity is truly amazing. Individuals donating to the club once again are not looking for recognition, they are in a position to help and have a genuine love for the club and want to sure up its future. Their generosity is so appreciated by all! and these individuals or groups know that a donor can come in many forms from financial input to the giving of time through support and participation. Once again, we all have the same end game! **THANK YOU!**

Tournaments are a big part of our operation, and I would like to **thank** the Membership for their understanding in the way that there may be certain times of the day you can't play. **Thanks** for giving up your golf course for the common good, **thanks** for helping in ensuring tournament success. These tournaments often expose new players to our property and lead to repeat business! They are also huge revenue sources for us and all the spin offs that are linked to these events, such as cart rental, food and beverage, and daily fee play prior to these events! We will be busy ensuring we have a full and profitable schedule again for next year.

Junior golf clinics returned this year, and we will continue to grow the program. It is great to see so many young people out at the club. It is very noticeable and appreciated by our Membership. A ladies golf camp was held on a Sunday afternoon this year and was well attended and enjoyed by all. The driving range was much busier this year and it is so nice to see people working on their games and warming up prior to play.

Improvements and repairs were made at the club this year as well, from the removal of many trees and stumps left by storms last fall, to the repair of bridges and buildings left in disrepair by those very same storms. **Thank you** to those that helped with this endeavor as well as the installation of the beautiful steps and rock complexes on holes #4 and #5. These steps really dressed up those tee complexes and were much needed as the wooden steps were in poor condition and a safety concern.

To sum things up “We have turned the corner” and the trajectory through hard work and support is definitely on the way up! **Thanks to all Members and visitors for their continued support!** We should be **excited** for the future of Aroostook Valley Country Club and together we control everything that happens in ensuring its success and growth!

Respectfully submitted,



AVCC Pro-Manager