

Epic Golf Ireland Ltd.

35 Killyleagh Rd
Crossgar
Co. Down
BT30 9EZ



F.A.O. The Honorary Secretary

Tel: 028 (048 from ROI) 4483 2855
julian@epicgolfireland.com
www.epicgolfireland.com

Make Money From Your Practice area

Many clubs are seeing the benefit of turning their unloved practice area into a driving range, offering members a much enhanced facility and eliminating the need for their collection of practice balls. This removes the inherent risks associated with this practice, and adds real value to membership of your Club, attracting or indeed retaining members at no cost to the Club.

Importantly, the club can create an **additional profit centre**, with the monies generated returning to club funds.

HOW DOES THIS WORK?

Outlined below is a working example of how this can be achieved, based on a club we have worked with recently.

INITIAL OUTLAY:

1 x token operated ball dispenser	£2,100
1 x ball collector	£1,900
5,000 range balls	£1,360
30 x range baskets	£ 240
1 x ball washer	£1,950
10 x hitting mats (if required)	£1,600

Total Cost £9,150 or €11,500*

This figure represents the minimum that would be required to create a good facility. Of course you can add buildings, car parking etc., but this expenditure is not always necessary to start a project. The ball washer, the only item requiring electricity and water, is often housed in the green keeper's compound.

INCOME:

"Range" membership was sold at £50 (€62) per year giving unlimited use of the range via tokens from the pro shop. In the first year some 200 members had signed up after only 2 months. This generated £10,000 (€12,500), which **covered the cost of the installation**. Members who did not take up the range membership could buy a token for a basket of 50 balls for £4.00, likewise visitors and societies.

It becomes apparent very quickly this could be a very profitable operation, with a membership income of £10,000 – £12,500 (€12,500 - €15,600) plus the casual user, perhaps an income to the club of £20,000 (€25,000) per annum. Labour costs to collect and wash balls are usually small and your existing machinery can be used to push the collector.

NEED SOME HELP PLANNING THIS?

Give Julian a call on the number above, or send him an e-mail, anytime. He would be glad to meet you on site to show how your club can actually make money from its practice ground.

*Prices are for illustration, are ex-VAT and applicable at time of writing. The Euro rate quoted may vary. Subject to our terms and conditions of sale, a copy of which is available on request. Carriage costs may vary, depending on your location.