



# Riverside Country Club

## Strategic Plan

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## Strategic Plan

### **Mission and Vision**

- **Mission**-Provide a quality Country Club experience to the members and increase membership to 300 Stock and Social Members.
- **Vision**-To become the Premier Country Club in Southeast New Mexico that easily attracts new members.

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## Strategic Plan

### **Strategic Issues Identified**

- Clubhouse Facility
- Golf Course Maintenance
- Customer Service
- Memberships and member activities
- Communication
- Financial Resources/Financial Health

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## Strategic Plan

### **Strategic Directions/Goals**

- Provide a 1st class Country Club Facility while maintaining the club history and architecture.
- Provide a quality golf course and an enjoyable golfing experience.
- Provide a top quality bar and dining experience.
- Increase memberships and provide more club social activities for the members.
- Increase communications and Board committee involvement.
- Improve Club Financial Health.

# Riverside Country Club

## Strategic Plan

### **Implementation Plan – Goal/Objective**

- Goal - Provide a 1st class Country Club Facility while maintaining the club history and architecture.
  - Objectives
    - Improve and upgrade the appearance and condition of the clubhouse and facilities.
    - Provide a more enjoyable facility that utilizes the river and it's view.
    - Provide facility and landscaping that maintain the Southwestern Theme.

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### **Implementation Plan – Goal/Objective**

- Goal - Provide a quality golf course and an enjoyable golfing experience
  - Objectives
    - Improve greens/remove Bermuda grass
    - Provide consistent tee box markers
    - Improve bunkers
    - Provide new tee boxes
    - Provide an environmentally friendly golf course
    - Complete paving of the golf cart paths

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### **Implementation Plan – Goal/Objective**

- Goal - Provide a top quality bar and dining experience.
  - Objectives
    - Improve food quality and service.
    - Expand menu selection and add weekly specials.
    - Improve the atmosphere of the bar and informal dining area (music, TVs, etc.)

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### **Implementation Plan – Goal/Objective**

- Goal - Increase memberships and provide more club social activities for the members.
  - Objectives
    - Increase memberships by 25% each year until membership reaches a 300 stock, corporate, and social members
    - Get social & stock members more involved on committees and planning events
    - Provide more social functions, both adult and family oriented functions

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### **Implementation Plan – Goal/Objective**

- Goal - Increase communications and Board committee involvement.
  - Objectives
    - Have active committees working to achieve the Strategic Plan goals and objectives.
    - Increase communications to the members
    - Receive more feedback from the membership and act accordingly

# Riverside Country Club Strategic Plan

## **Implementation Plan – Goal/Objective**

- Goal - Increase Revenues and Club Financial Health.
  - Objectives
    - Renovate clubhouse without causing financial problems.
    - Provide an integrated budget that incorporates Strategic Plan goals and objectives and Committee actions

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### **Implementation Plan – Goal/Objective**

- Goal - Increase Revenues and Club Financial Health (cont.)
  - Objectives (cont.)
    - Stabilize club financial situation to cover capital improvements and unexpected costs.
    - Increase memberships and keep monthly dues as low as possible
    - Increase all facility revenues
    - Monitor costs