

HEATHER RIDGE METROPOLITAN DISTRICT

Preserve the Heather Ridge open space; best maintained as a golf course

July 3, 2010

Dear Valued Annual Golfers and friends,

I want to personally thank you for your continued support since the Heather Ridge community purchased the golf course on December 1st. It has been only 7 months with only 2 months of golf weather and as you know this year was very unusual. We depend on the weather for revenue. Normally the Denver Metro area will see around 30 days of weather when the golf courses are closed. This year we had over 150 days of snow on the ground and no golf. Your financial support early in the year was critical and the entire community thanks you for that.

We must also have revenue from the public to survive; and we were faced with the metro golfer's perception of the words "**Heather Ridge golf**". Most did not know it existed and if they did, it was considered private. This view had to be changed if we were to attain our revenue projections. My hat goes off to Vinny Roith, Ed Oswald and Ray Griffiths as these gentlemen introduced Heather Ridge to the metro golfing community in an unprecedented marketing campaign. The Heather Ridge booth at the Denver Golf Expo in February was one of, if not **the** most popular booth. We had close to 5,000 golfers stop by and ½ of them have been here since to play golf. I'm sure you have seen other marketing efforts: the website (GCatHR.com), radio and various advertising.

We have concentrated the first few months on attracting new golfers in order to create more revenue. As an annual golfer and Men's Club member, I acknowledge and appreciate your many contributions, suggestions and support to date. I also acknowledge and take responsibility for the need to improve our communications with you.

The management group hosted a meeting on June 17th with seven annual golfers and District representatives (see footnote). We discussed club finances, management, future plans, and golf operations (pace of play, scheduling, dress code, coupons, tournaments, etc). We came to mutual agreements on many issues with some changes already implemented. The change from private to public golf has been a challenge and we appreciate your understanding as we continue to address the annual golfer's issues. Noteworthy changes include a new newsletter for Heather Ridge, **Metro Matters**. Van Lewis and Bette Secord started this news publication for the residents and the annual golfers. This is a wonderful communication medium. Starting in July, all golf clubs at

Heather Ridge will have an area in **Metro Matters**, our new golf club community magazine. Each edition will list golf club events, tournaments, and timely news for each club. Your voice and needs will be heard. It will be mailed to each annual golfer as well as available at the club house. Other suggestions we are implementing include, “Hole in One – Hall of Fame”, Sponsor/Memorial benches for Tee Boxes and more.

At the meeting we announced a new general manager **GM** will be hired this year. The **GM** will oversee all club and golf operations, employees, and leases. We have met with national and state PGA representatives to help in our search process, a free service by them to match our needs to their professionals. The search group will consist of the current management and a representative from the Men’s Club and the Women’s Club. The **GM** search will begin in September. This important selection will affect the club for years to come, thus the importance of your participation. Please read your **Metro Matters** magazine for more details

Preserving the golf course has not been easy, but we have done it. Without Heather Ridge residents voting to buy the open space, bulldozers would be slicing the fairways, not golfers. Also, much credit and thanks to our three on-site managers. Please join me in expressing our appreciation to Ray, Ed and Vinny. Their dedication and perseverance got things done and are nothing short of remarkable. We had dipped into our operational reserves by mid May to cover shortages and it is now been replenished with excess reserves. We are now financially solvent and are concentrating on smoothing out the details.

Lastly, annual golfers, you have given us financial and morale support to go forward. We’ve come a long way since EDI, foreclosure, American Golf, Dick Jorgenson, and foreclosure. The future is clear; the Golf Club at Heather Ridge is here to stay.

Thank you, now let’s have fun. Life is too short not to play golf.



Errol Rowland, President
Heather Ridge Metropolitan District

**In attendance at the June 17, 2010 were Pete Traynor, Loren Janulewicz, Van Lewis, Larry Ricketts, Errol Rowland, Vinny Roith, Dean Weber, Ed Oswald, Audrey Romero, Ray Griffiths, Ed Kay, Dave Barela, Ann Murlin, Pat Schultz.*