

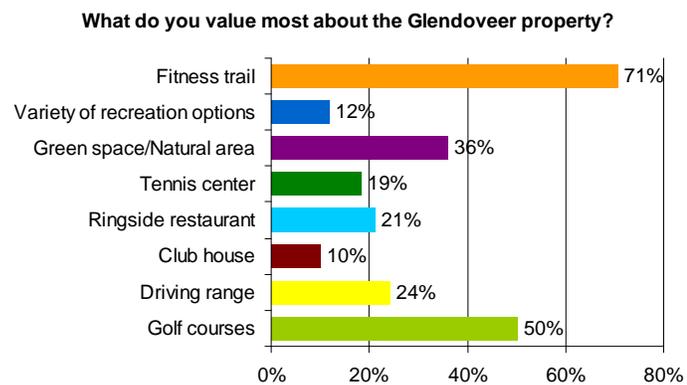
## Glendoveer Facility Assessment and Business Plan Project Summary of May and June 2011 surveys



Two hundred and twenty two (222) respondents completed the survey for the Glendoveer Facility Assessment and Business Plan Project. In addition to demographic questions, the survey was split into four main sections corresponding to the major facilities at Glendoveer and allowed respondents to answer questions that only pertained to their use of the facilities. Overall, most survey respondents indicated that they live in the same zip code as Glendoveer, however there was geographic diversity in respondents with every zip code in the Metro area represented.

### *Frequency of use and most valued features of the Glendoveer Property*

Most respondents overwhelmingly indicated that they are frequent users (once a week or more) of the Glendoveer property. People indicated that the main reason they use/value the Glendoveer property is due to its natural areas, convenience of location, and diversity of facilities. Improved maintenance was a recurring suggestion for all facilities other than the Ringside Restaurant.



### *Primary use*

All 222 respondents indicated their primary use of the Glendoveer property. 50% responded use the fitness trail and 33% primarily use the Golf Course, 14% use the tennis center and 3% use the Ringside.

## **Golf Summary**

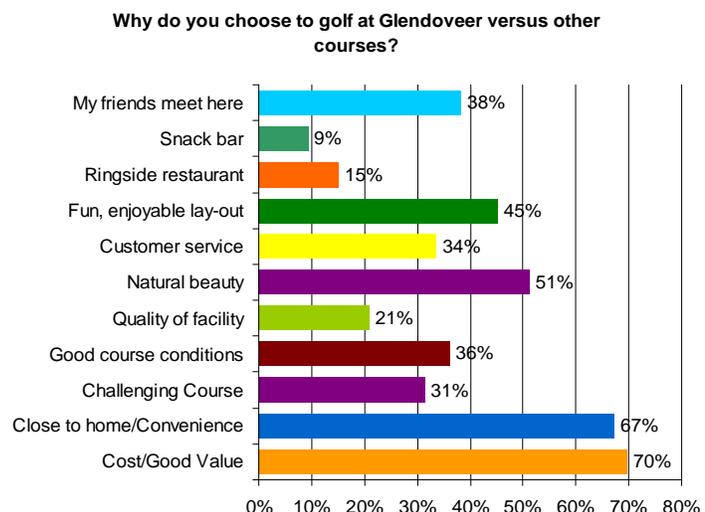
The 86 golfers that completed the survey typically use the facilities once a week or more and would golf more if they had more time and/or money. They appreciate the good value of the golf facilities citing the convenient location, multiple facilities on the property, natural beauty and the helpful and friendly staff. While many comments were made complimenting the hard working staff and the upkeep of the courses, improved maintenance was a recurring theme throughout many of the golf-related questions.

### *Other golf facilities*

Other popular facilities include Rose City Golf Course, Eastmoreland Golf Course, Heron Lakes Golf Course, Gresham Golf Course, Colwood National and Broadmoor.

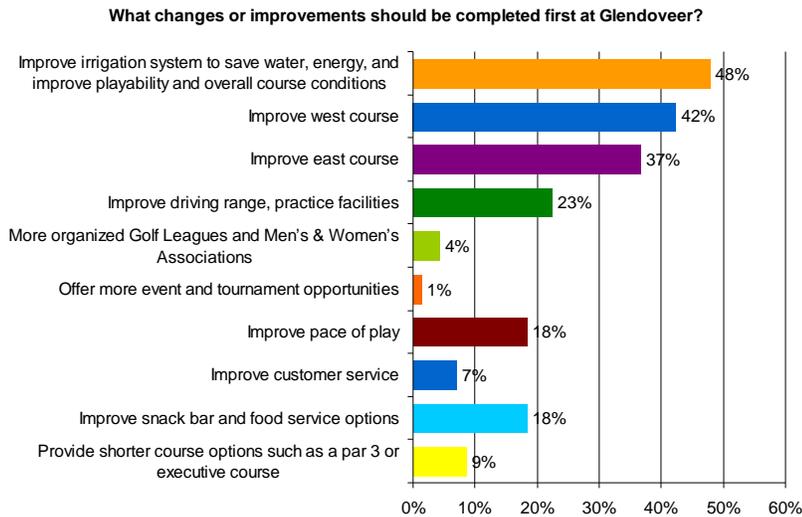
### *Features and Amenities*

Respondents indicated which amenities they most value or use the most at the Glendoveer Golf Course. The most valued features were the East Course -18 holes (69%), driving range (52%) and West Course - 18 holes (46%). While the 9-hole options did not score as high, a majority



of the comments included an appreciation of having multiple 9-hole options available and the variety the courses provide.

The practice area was the favorite amenity (72%), followed by the Ringside Restaurant (41%), golf carts (31%) and the snack bar (26%). There were multiple comments saying that the prices and the menu at the snack bar are reasonable, but it closes too early or at seemingly random times.



*Suggested improvements*

There were numerous comments regarding the drainage problems, resulting in muddy conditions, length of fairway grass, problem with tee box #4 and need for more sand in sand traps. Some golfers requested a regular food and beverage cart service.

*Increased Fees*

When asked if they would be willing to pay more, respondents were evenly split among whether they would or would not be willing to do so (21 and 20 responses respectively)

with more than twice as many selecting maybe (49). When asked how much more they'd be willing to pay, most (56%) responded they would pay \$5 to \$10 more for 18 and 49% said they'd pay \$3 to \$5 more for 9 holes.

*Incentives to play more*

Improved course conditions (61%) and discounted rounds of golf or golf specials (59%) were the most cited incentives to entice golfers to golf more. Other popular ideas were improved food service, sustainable operations, and better pace of play. Sixteen (16) comments were listed with the majority stating that they cannot afford to golf more or requested to not make too many improvements for fear of the course becoming too popular.

**Fitness Trail Summary**

Overall, natural beauty, length of trail and convenience were the most popular reasons the 123 respondents cited for using the Glendoveer Fitness Trail. Most were frequent users using the trail, using it once a week or more. A majority felt that the trail is safe but needed improved maintenance, with many comments suggesting the trail is in the worst condition that it has ever been in.

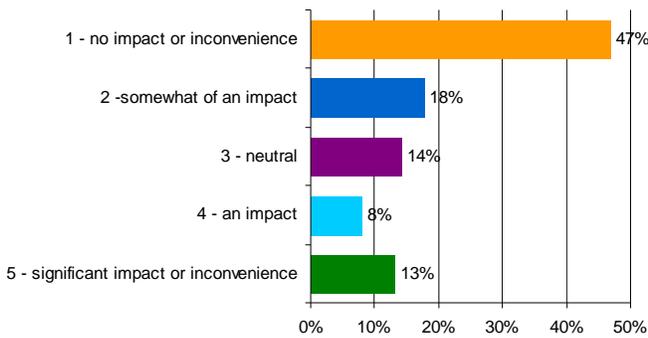
*Other places to walk and jog*

Respondents indicated where else they typically walk or jog. Many walk or jog at the Springwater Corridor (59%), Powell Butte (33%), Mt. Tabor (31%), Blue Lake Regional Park (17%), I-84 bike trail (16%), Oxbow State Park (11%) and Floyd Light Park (6%).

*Accessing the trail*

Respondents indicated how they access the fitness trail. 48% access the trail by the northeast parking lot (trailhead by portable toilets) and 43% access it by the main parking lot (near the Tennis Center). 18% (22 people) access the trail from other locations.

**How would you be impacted by removal or relocation of restrooms?**



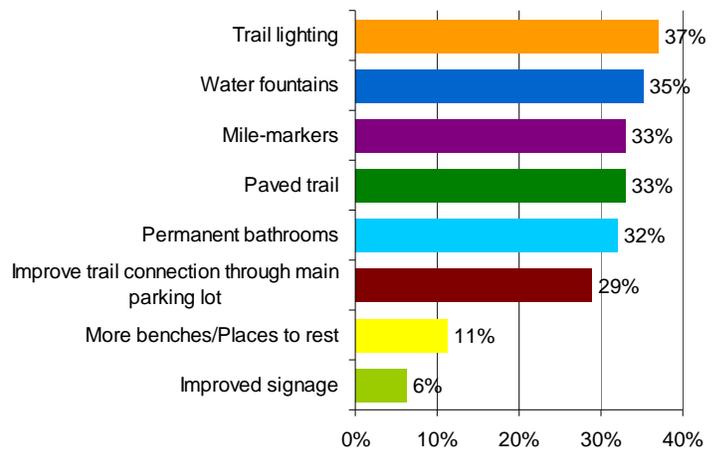
**Restrooms**

Most respondents (47%) said there would be no impact to them if the restrooms were removed or relocated. However, several respondents indicated that it’s important to have restrooms available for users of the trail, and removing them would reduce convenience of the trail. A few people called for a different location other than the northeast parking lot.

**Suggested improvements**

Survey respondents were asked to prioritize needed improvements if additional funding were made available. Most (37%) chose trail lighting, while others asked for water fountains, mile markers and a paved trail. 32% requested permanent bathrooms. Several comments were provided by respondents indicating that improved drainage is needed and that the trail is currently excessively wet and muddy. Many called for better surface treatment, such as pea gravel, bark or pavement. Quite a few people stated they would *not* like to see the trail paved. Many of these appreciate the trail’s soft surface because it is easier on knees and joints, and others appreciate the trail’s natural beauty in its non-paved condition.

**What changes or improvements should be completed first to the Fitness Trail?**



**Trail maintenance**

Respondents were relatively split over the quality of the trail maintenance. Many people listed additional comments, such as the current muddy/wet conditions and the need to resolve this. Additional comments were made about the material used on the trail, or that the trail does not have the right surface.

**Incentives to use other facilities**

Respondents were asked whether any incentives or features would entice them to use other facilities at Glendoveer before or after using the fitness trail. 56% would be enticed by improved or expanded food options, 49% would like to see discounted food and beverages and 41% would like discounted rounds of golf or golf specials. 31% would be enticed by sustainable operations and maintenance practices, and 17% would like to see golf classes or lessons offered. Few people would be enticed by shorter golf courses, online reservations, catering facilities or more tournaments. Some other suggestions included advertising about Glendoveer, selling supplies for walkers/runners as well as golfers, offering a combined tennis-golf-fitness membership. A few asked for a more casual bar or snack shop, geared towards folks who just used the trail or other facilities.

## Tennis Center Summary

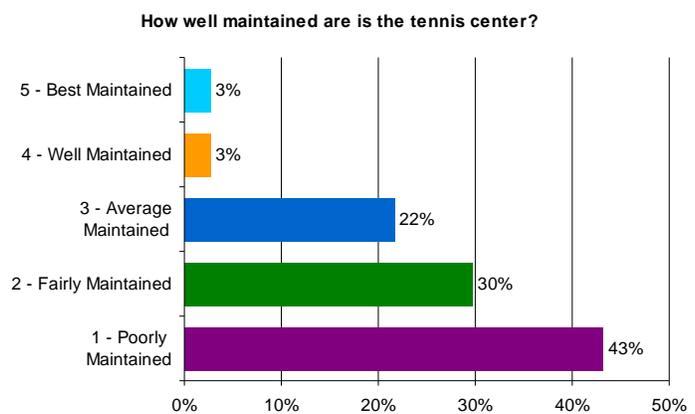
Overall, the majority of respondents that completed the tennis center section of the survey (31 people) are regular users, using the facility once a week or more. Most tennis center users also take lessons. The majority of respondents primarily use the tennis center because of the indoor courts and its convenient location. Improved maintenance of the facility was a recurring theme throughout the responses with a majority saying that they would probably be willing to pay more to use the facility if maintenance was improved.

### *Other tennis facilities*

Of those respondents who indicated that they play tennis at another facility, most noted that they play at the Portland Tennis Center (61%) and many also play at Douglas High School (39%) and Park Rose High School (39%).

### *Improvements to tennis facilities*

Most respondents indicated that the Glendoveer Tennis Center is poorly maintained (43%). Suggestions for changes or improvements included improved drainage, including the roof/ceiling and water coming in through doors, updating the viewing area and bathrooms. Other comments included improving the cleanliness/general maintenance and resurfacing the courts.



### *Higher User Fee*

Respondents indicated whether or not they would be willing to pay a higher user fee as a result of required additional investment to repair and maintain the existing tennis facilities. 38% said that they would be willing to pay a higher use fee, 11% said they would not, and 51% said maybe. All respondents indicated that they would be willing to pay \$3 to \$5 more. None said they would be willing to pay \$6, \$10, \$20 or more.

### *Alternatives to play elsewhere*

Respondents were asked what alternatives they would have if the Glendoveer Tennis Center programming were to change. 73% said that they would play elsewhere, and 27% said that they would have nowhere else to go.

### *Incentives for playing tennis*

Participants were asked whether there are incentives or features that would entice them to play tennis at Glendoveer more frequently. 69% said that discounted tennis or specials would be a good incentive, and 44% would like to see more tournaments and competitive play opportunities. 34% would like online court reservations, and 16% would be incentivized by better access to food and beverages. Other suggestions included better facility maintenance, increase play time for regular members versus professionals, or offer reduced rates for seniors.