

# TOP 100 RANGES IN AMERICA • 2006

## INSTRUCTIONS:

- Fill out this form in full, write "NA" through questions that do not apply to your facility.
- Enclose color photos, slides, VHS video or Photo CD (or updated info if previously submitted or selected as Top 100 Range):
  - Landing area & targets (shoot from teeline)
  - Teeline and teeline structure (shoot from side angle)
  - Short game and other practice areas
  - Clubhouse exterior
  - Cash control point and pro shop interior (if applicable)
  - Management team

## I. FACILITY

### 1. What type of amenities does your facility have? (check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Golf Range             | <input type="checkbox"/> Chipping Area         |
| <input type="checkbox"/> Executive Course       | <input type="checkbox"/> Practice Bunker       |
| <input type="checkbox"/> 18-Hole Course         | <input type="checkbox"/> Dome Structure        |
| <input type="checkbox"/> Retail Pro Shop        | <input type="checkbox"/> Indoor Golf Simulator |
| <input type="checkbox"/> Aqua Range             | <input type="checkbox"/> Snack Bar             |
| <input type="checkbox"/> Batting Cage           | <input type="checkbox"/> Sit-down Restaurant   |
| <input type="checkbox"/> Miniature Golf         | <input type="checkbox"/> Par 3 Course          |
| <input type="checkbox"/> Putting Green          |  |
| <input type="checkbox"/> Other (describe) _____ |  |

### 2. Which of the following best describes your facility? (check one)

- Standalone commercial golf range  
 Course-affiliated golf range  
 Municipally-operated golf range  
 University golf center  
 Indoor golf training center  
 Golf school

### 3. How many acres does your total facility cover? \_\_\_\_\_ acres

### 4. What is the size of your range landing area? \_\_\_\_\_ yards (wide) X \_\_\_\_\_ yards (deep)

### 5. Please detail your facility's characteristics:

- Number of tee stations: grass \_\_\_\_\_  
 Number of tee stations: artificial mats \_\_\_\_\_  
 Number of tee levels: \_\_\_\_\_  
 Number of covered tees: \_\_\_\_\_  
 Number of heated tees: \_\_\_\_\_

### 6. Describe the characteristics of the targets in your landing area (check all that apply)

- Built-up target greens  
 Bunkers  
 Water hazards  
 Short-mowed areas at ground level  
 Artificial greens  
 Yardage signs or flags only

### 7. Is your facility lighted for night play?

- Yes Brand \_\_\_\_\_ Type \_\_\_\_\_  
 No

### 8. Do you have an irrigation system for your range?

- Yes Brand \_\_\_\_\_  
 No

### 9. Do you use poles & netting for ball containment?

- Yes Type (wood, metal) \_\_\_\_\_  
 Height \_\_\_\_\_ ft.  
 No

### 10. Do you use artificial turf in your short game area? Yes No

### 11. What do you charge on average per range ball? \_\_\_\_\_ cents per ball

### 12. How many buckets of balls do you sell in a year? \_\_\_\_\_ thousand

### 13. How often do you purchase new range balls? Every \_\_\_\_\_ months

## II. EQUIPMENT

	Brand	Type or # in Service
Artificial Mats	_____	_____
Balls	_____	_____
Pickers	_____	_____
Ball Dispensers	_____	_____
Ball Washers	_____	_____
Utility Vehicles	_____	_____
Mowers	<input type="checkbox"/> gas <input type="checkbox"/> electric	_____

## III. PRO SHOP

- Self-owned  Leased  
 Size of pro shop \_\_\_\_\_ sq. ft.  
 Approximate inventory \$ \_\_\_\_\_  
 Top-selling club brands carried: \_\_\_\_\_

Gross sales, 2005, golf clubs \$ \_\_\_\_\_  
 Top-selling softgood brands carried: \_\_\_\_\_

Gross sales, 2005, soft goods \$ \_\_\_\_\_

### Do you allow customers to demo clubs on the range? Yes No

### Do you offer custom fit or custom made component clubs?

- Yes  No  
 If yes, what brand(s)? \_\_\_\_\_

### Do you have a clubmaker on premises?

- Yes  No

## IV. TEACHING & TRAINING

### Does your facility offer instruction?

- Yes  No

### How many golf instructors?

- \_\_\_\_\_ PGA \_\_\_\_\_ LPGA  
 \_\_\_\_\_ Male \_\_\_\_\_ Female  
 \_\_\_\_\_ Non-PGA

### What is your hourly fee for instructors? \$ \_\_\_\_\_

### What kind of teaching aids do you use?

- Computer-driven video device  
 Video capture with tape playback  
 Video illustrator  
 Club training devices  
 Other: \_\_\_\_\_

## V. MANAGEMENT/OWNERSHIP

Owner \_\_\_\_\_  
 Manager \_\_\_\_\_  
 Year built \_\_\_\_\_

### Do you own or lease your property?

- Own  Lease

### Do you own more than one golf range?

- Yes How many? \_\_\_\_\_  
 No

### Who is your insurance carrier?

Annual premium? \$ \_\_\_\_\_

### Do you shut down your golf range in the off-season? Yes No

Months closed: \_\_\_\_\_

### What are the annual gross revenues of your facility?

- Less than \$100,000  
 \$100,000 to \$250,000  
 \$250,000 to \$500,000  
 \$500,000 to \$750,000  
 \$750,000 to \$1,000,000  
 \$1,000,000 to \$1,500,000  
 \$1,500,000 to \$2,000,000  
 More than \$2,000,000

### What is your estimated pre-tax operating margin? \_\_\_\_\_%

★ DEADLINE FOR ENTRIES: NOVEMBER 15, 2006 ★

Name of Golf Facility \_\_\_\_\_  
 Name of Survey Respondent \_\_\_\_\_ Website \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Facility Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

Please mail with photos by November 15, 2006 to:  
 GOLF RANGE ASSOCIATION OF AMERICA P.O. Box 240, Georgetown, CT 06829  
 Tel: (203) 938-2720 • Fax: (203) 938-2721

# TOP 25 PRO SHOPS IN AMERICA • 2006

## PART A Sales Data September 2005-October 2006

Total Shop Revenue \_\_\_\_\_ Gross Profit \_\_\_\_\_ Shrinkage \_\_\_\_\_  
 Soft Goods Revenue \_\_\_\_\_ Hard Goods Revenue \_\_\_\_\_  
 Soft Goods Inventory Turn Rate \_\_\_\_\_ Hard Goods Inventory Turn Rate \_\_\_\_\_  
 Sales per sq foot \_\_\_\_\_ Sales per range booth \_\_\_\_\_ Sales per round \_\_\_\_\_  
 Sales for 2004/2005 (prior season) \_\_\_\_\_  
 % Increase \_\_\_\_\_ or % decrease \_\_\_\_\_

## PART B Getting to Know you...

Owned  leased  franchise  single location  multi-location  e-store  brick & click  
 Hours of operation: During the season \_\_\_\_\_ Off Season \_\_\_\_\_  
 POS System \_\_\_\_\_ Launch Monitor \_\_\_\_\_  
 Shop Staff: Full Time \_\_\_\_\_ Part Time \_\_\_\_\_ Seasonal \_\_\_\_\_  
 Do you accept trade-ins?  yes  no  sometimes  
 Number of club lines \_\_\_\_\_ Number of Apparel Lines \_\_\_\_\_  
 Custom Club Making  yes  no Private Label  yes  no  
 Do you have a  commission program  spiff program  sales contests  
 Do you offer demo clubs  yes  no  
 If yes are they  Free  charge (explain) \_\_\_\_\_

**It takes a lot of work to win these prestigious awards. We appreciate the time and effort you are spending on your presentation and wish you the very best of luck! Here's how to enter:**

- Complete the official Application.
- Explain in detail what makes your facility the best. Be specific about what makes your facility unique. Include a statement pertaining to what makes your pro shop successful.
- Send photo's to support your entry (min 4x6 max 8x10).
- Write and attach any additional information that will support your nomination, provide samples of support materials and promotional materials.
- Please label each support material with the entry number that corresponds to the category i.e. applying for the best training program write #5 on the bottom right of the training book.
- When sending photographs make certain to have the facility name and phone number on the back of the photos – a caption would be a nice touch.

**Eligibility:** Only members in good standing (dues must be paid in full at time of receipt of entry entries). Members may enter one or more categories or awards.

**Entry Deadline:** November 15, 2006.

**Award Presentation:** During the GRAA Cocktail party at the 2007 PGA Merchandise show in Orlando, January 24, 2007.

## PART C Tell Us...

Materials to Support your nomination...

- What makes your shop the best? (be specific)
- What special services or amenities does your shop offer?
- A summary of promotions and special events (include samples of promotional materials)
- What makes your shop unique?

## PART D Show Us...

Photographs to Support your nomination

- Shop Overview
- Soft Goods
- Hard Goods
- Books, Video and gifts
- Counter
- Best visual displays
- Signage
- Your favorite picture

## PART E Best of the Best Practices

Special Awards for the best example of:

1. Best method to liquidate old merchandise.
2. Best advertisement. Include your best ad or ads for the year, and the results it produced.
3. Best Inventory control: What do you do to prevent shrinkage? How often do you perform a full inventory?
4. Best staff training program. Describe your staff training program. Include a copy of your training materials (manual)
5. Best Sales contest. Describe your top sales contest for your staff – specific results from the contest.
6. Best Outing Packages. How did you sell more merchandise to golf outings?
7. Best Special Events, Sales Event or Promotion. Provide specific results for each event.
8. Best Display
9. Best cross promotion between the driving range and the shop
10. Best corporate sales program. What do you do to attract corporate business?
11. The bottom line award. What creative things did you do to cut expenses and or increase income?

**Send completed nomination form and materials to: Golf Range Magazine, P.O. Box 240, Georgetown, CT 06829**

Facility Name \_\_\_\_\_ GRAA membership # \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_  
 Person completing the application \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_  
 Key Staff – Buyer – Head Pro – Owner – GM – Sales & Marketing Director  
 Year established \_\_\_\_\_ Building size \_\_\_\_\_ Acres \_\_\_\_\_ Number of range booths \_\_\_\_\_  Small (1-30)  Medium (31-50)  Large (over 50)  
 Pro Shop square footage \_\_\_\_\_  Simulators  Club Repair Area  Short Course  Executive Course  Regulation course  Teaching holes  
 Custom fitting (list companies) \_\_\_\_\_

I give permission to reproduce any part of the entry for future publications, and seminars  \_\_\_\_\_

All entries become property of GRAA and will not be returned. **Application available online at [www.GolfRange.org](http://www.GolfRange.org)**