



# HIDDENBROOKE GOLF CLUB



## POLISHING A HIDDEN GEM



## OUR MISSION

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The team at Hiddenbrooke Golf Club shares a daily goal to provide our guests with the best possible golfing experience in Northern California while working to restore the prestigious history of this amazing facility. Though the financial hardships that many of us struggled through in the past several years did have an impact on this TOUR caliber layout, new Ownership and Management of the Club has helped breathe life into this hidden gem.





## WEDDINGS & EVENTS

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### *Newly Constructed Ceremony Site*

Our latest project which was complete on February 24, 2014, included the installation of a more formal location at which to host ceremonies for our growing wedding clientele. For this upgrade, a 50' stamped concrete runway was constructed that leads to a professional and functional 24' x 8' landing on which the ceremony can be held. The final touch was a redwood pergola as the backdrop for the perfect wedding day photo! Establishing the infrastructure that allow us to market Hiddenbrooke Golf Club as a premium destination for weddings in our area, will benefit both our golfer and resident population over the long term. The concept is simple, the more profitable we are as a facility, the greater the opportunity is for us to reinvest in the product. We all believe that the future is bright for Hiddenbrooke and we want to welcome you along to share in the experience.

Recognizing that Hiddenbrooke is much more than just an amazing venue for golf, it was vital that we directed resources towards the upgrading of our banquet areas and meeting spaces. Our vision for this project was to infuse the facility with a more modern look and feel that would be more in line with the expectations of our guests. After again gaining the full support of our owner, we were able to proceed with a complete aesthetic renovation of our Clubhouse, Lounge and Meeting Rooms, as well as over 200 pieces of our Outdoor Furniture. The finished product was unveiled during our recent Easter Brunch and the feedback from our guests was overwhelmingly positive. Understanding the dynamic nature of Hiddenbrooke made this a critical investment to make in our guests who utilize the facility for Wedding, Social Events or Private Parties.





# INVESTING IN OUR GUESTS

## *Rebuilding the Foundation*

Embracing the importance of providing the highest level of service possible to our guests, it was important for us to recognize the needs of our non-golfing population as well when planning our future. In doing so, we took a very close look at the message that was being sent to our Wedding and Private Party visitors along with our golf spectators and we did not like the message! We assessed the current state of the amenities offered and made the decision to move forward with projects that would have the greatest impact on anyone patronizing Hiddenbrooke Golf Club. Project #1 on this list was a major repair to the Feature Pump on Holes #16 & #17 that would allow water to flow freely from the waterfall behind #16 green and into the pond which fronts #17 green. This was certainly not an investment that would lead to tangible increases in daily revenue, however the intention was to illustrate to our guests that we are most concerned with making their “experience” REMARKABLE in every way possible. This project was completed on October 22, 2013 and as evidenced by the positive feedback of our guests, the time invested planning this project was well worth it!



## *Facility Projects*

As many of you know, the golfing experience is generally only as good as the product and the Hiddenbrooke Team is keenly aware of that fact. As ownership of the club changed hands last May, the first order of business was to develop a strategic plan for the improvement of our course conditions. Quickly identified during this process were two glaring issues. First was our immediate need for new and replacement Maintenance Equipment, which would provide our Superintendent and his Crew with the resources that are critical to properly maintain this demanding course. Second on this list was to identify the cause of Hiddenbrooke’s long-standing challenge to efficiently irrigating the course.

With the unquestioned support of our Owner, we moved forward with our plans to build the proper foundation on which to progress towards our course conditions goal. On December 3, 2013 Hiddenbrooke Golf Club purchased five pieces of new Toro Maintenance Equipment to assist in our daily course preparation. While the immediate impacts of this investment is readily noticeable in area such as consistency of cut and the eradication of non-golf course type of foliage but through continued use, these additions will also provide us with the opportunity to improve the long-term conditions and health of our playing surfaces, making for a more enjoyable experience for our golfers and guests. Continuing along the lines of course improvement, February 24, 2014 marked the date on which we completed our Pump Repair project. This too, included a significant investment on the part of our owner and when presented with the proposal, the team at Hiddenbrooke was again met with enthusiasm and support. Without going into specific details, the repair process included steps that will ensure that our irrigation system will perform with the highest degree of efficiency possible, while allowing us to employ a more targeted approach towards how we irrigate areas of our property. We are very excited about the future of our product and with the clear support of our owner, we are confident that the lofty goals that we have set are now truly attainable.



# INFORMATION TECHNOLOGY (IT) UPGRADES

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Respecting the role that Information Technology plays in the success of many businesses today, the team at Hiddenbrooke Golf Club felt very strongly that improving the overall health of our IT network needed to be of principle importance. Once again, approval of the owner was granted and the IT Team at Billy Casper Golf Co. (BCG) got to work on a strategy and plan for the property that would accomplish the goals of the project. This plan resulted in the complete replacement of every on-site computer along with an upgrade to a much more modern Operating System in Windows 7 Professional. Equally as vital to the success of this project was the inclusion of extensive improvements to an aged network infrastructure that will allow us to provide our guests and staff with a stable and reliable platform from which to conduct business.

The upgrade however, did not stop there, as we chose to extend the terms of our partnership with industry leading EZLINKS Golf. Through the installation of their most recent versions of EZLINKS Tee Sheet and Point of Sale. Sale systems, as our solution for a historically troubled operating system.

The end result of this significant investment is a Stable IT environment, Happy Team and State of the Art operating system that to assist in our daily mission to provide a fun and enjoyable experience to each and every guest that visits Hiddenbrooke Golf Club.

MANAGED BY



BILLY CASPER  
GOLF