



GCOW AWARDS CRITERIA

FOOD & BEVERAGE OPERATIONS

CRITERIA:

The golf course is engaged in outstanding food & beverage service. The course serves the public through luncheons, dinners, banquets, meetings, weddings, outings, and/or catering business. Quality of food and customer service are vital.

GOLF COURSE MAINTENANCE

CRITERIA:

GCOW member golf course is aesthetically pleasing and well maintained. Every detail of the course and clubhouse is taken care of. The course has well trained and experienced grounds and maintenance staff and the operation is well run and efficient.

MARKETING

CRITERIA:

Member courses have engaged in innovative marketing efforts designed for effective recruitment and retention of members. They have demonstrated creativity in their advertising, marketing and Social Media platforms.

PLAYER DEVELOPMENT & TEACHING FACILITY

CRITERIA:

Member courses have an organized Player Development Program in place and adhere to how vital that is to grow the game. They have both created their own programs (Juniors, Seniors, Women, Minorities, etc.) while also utilizing National Programs like Drive, Chip and Putt, Tee it Forward, Get Golf Ready, etc.

PRO SHOP & CUSTOMER SERVICE

CRITERIA:

GCOW member Pro Shop provides outstanding service to the golfing public who come to their course. This pro shop consistently fulfills the needs of their customers and has a well-trained and knowledgeable staff.

COURSE OF THE YEAR

CRITERIA:

A member golf course exhibits extraordinary characteristics. The course is of exceptional quality, has an outstanding management team, has made contributions to its community and has made a significant effort to grow the game of golf in Wisconsin. They have outstanding staff and offer tremendous customer service. They have creative marketing efforts and a wide array of programs and services for golfers of all demographics.