

Blue Rock Golf Course Meeting – August 2, 2017

Challenges

- Focus on change/diversify “users” of the course
- Liquor license
- Rebranding
- Facility/amenities
- Advertising
- Regular monitoring from City/continuity
- Compare to other successful courses
- No more consultants
- Quarry – dust on the course

VISION

- Meeting spaces
- Hotel
- Promotion outside community
- Multi-purpose facility (basketball, tennis, etc.)
- Utility course for tourism
- Support Vallejo golf club
- Pristine course
- Use of technology
- Pro shop
- More than golf - community fitness/recreation
- Maintain 2 superior courses
- Birthday packages
- More amenities
- Grocery store
- Pull golfers from other courses
- Affordable
- Community course/other uses
- Training facility
- Restaurant

ASSETS

- One of Vallejo’s anchors
- Location
- Affordable
- Views
- Diversity
- Temperature/climate
- Technology jobs/tech sector
- Wildlife & walking trails