



Environmental Scan Overview

I. Demographic Environment

Golf Operations

1. Resident Play Represents 9%
2. Non Resident Play Represents 91%
3. League Play Represents 11%
4. Outing Play Represents 11%
5. Senior Play Represents 17%
6. JR Play Represents 1%

Food & Beverage Operations

1. Banquets and Meetings account for 64% of the Food & Beverage Revenue
2. Bar & Grill account for 15% of the Food & Beverage Revenue
3. ½ Way House and Beverage Cart account for 21% of the Food & Beverage Revenue

II. Direct Demographic Environment

- a. The population of Hoffman Estates is 51,895, other communities served on a higher percentage are; Schaumburg, Elgin, South Barrington, Barrington, Palatine, Hanover Park, Streamwood, Bartlett, East Dundee, West Dundee, Barrington Hills and Inverness.
- b. The median age for residents in Hoffman Estates, IL is 37 (this is younger than average age in the U.S.).
- c. The average annual household income is \$81,105.

III. Socio-cultural Environment

- a. While 56.6% of the population is White, the Asian population is growing in the area with 22.7%. This area is also one of the largest in the golfing community.
- b. Hispanic or Latino is the next highest group capturing 14.1% of the population and the Black population comes in at 4.8%.

SWOT Analysis

Strengths

Bridges of Poplar Creek has great strength in what it provides as a facility. With the recent renovation we have fully updated our facility. The flooding issues have gone from a negative to an extreme positive. We are the place to play after a rainfall. Also with the addition of the Event Area we have significantly increase our Weddings. Bridges now offers a Championship Golf Course, GPS Golf Carts, Full Service Learning Center, Banquet Hall, Outside Event Area and a full Bar & Grill. We make it a priority to keep all areas up to date with technology as well as innovating menus and products. We offer a wide variety of programs and special events to accommodate both the beginner golfer and advance player. Our tiered pricing plan offers discounted rates at non-prime times to allow all players an opportunity to play Bridges of Poplar Creek. Customer service has continued to be a strong point as well whether our guests are enjoying a round of golf or here for a special party.

Weakness

Bridges has a few areas that still need attention. The number one area is the greens. They have improved a lot over the last few years with cultural practices. But the do still have majority Poa Annua grass in them. This makes it very challenging to keep smooth during the season and is also affect by extreme heat along with harsh winters. When greens are bumpy and slow golfers will go elsewhere. The #1 area golfers look at when it comes to course conditions are the greens. Another challenge in the banquet side of the facility is an inside back up wedding area. Brides and Grooms love the outside area but there is always a chance of inclement weather. Not having alternate room besides the main banquet room for large weddings sometimes deters some parties.

Competitive Analysis

Golf Operations

1. *Schaumburg Golf Course:*
 - A. 27 Hole municipal course run by Schaumburg Park District.
 - B. They offer resident and non-resident rates that are slightly higher in both areas. Weekday Prime Time Rate with Cart (\$47-Res; \$62-NonRes) Weekend Prime Time Rate with Cart (\$60-Res; \$73-NonRes).
 - C. Their course conditions are usually good.
 - D. They also have a 20 Station driving range with additional grass lesson area at the back of the range.
 - E. They also do outings and charge a premium fee for the day with limited options for Food & Beverage.
2. *Hilldale Golf Club:*
 - A. 18 hole privately owned public golf course.

- B. They offer one set of rates which are similar Friday – Sunday but slightly cheaper Monday - Thursday. Weekday (Mon-Thurs) Prime Time Rate with Cart (\$40), Weekday (Friday) Prime Time Rate with Cart (\$50), Weekend Prime Time Rate with Cart (\$64).
 - C. Their course conditions tee to green are fair. They are known for the excellent shape of their greens.
 - D. Their non-lit driving range has about twenty stations of both mats or grass.
 - E. They have a small outing business that struggles with lack of Food & Beverage options.
3. *Bartlett Hills Golf Club:*
- A. 18 Hole Municipal course owned by the Village of Bartlett
 - B. They offer resident and non-resident rates that are very similar to ours in both areas. Weekday Prime Time Rate with Cart (\$44-Res; \$52-NonRes) Weekend Prime Time Rate with Cart (\$56-Res; \$65-NonRes).
 - C. Their course conditions are usually good. They have all bent grass in Fairways and greens.
 - D. They have a non lit driving range of about 40 stations with both grass and matt hitting areas.
 - E. They do operate the F&B and do a decent amount of outings.
4. *Palatine Hills Golf Club:*
- A. 18 Hole Municipal course owned by the Palatine Park District
 - B. They offer resident and non-resident rates that are higher than ours during the week and slightly lower on the weekend. Weekday Prime Time Rate with Cart (\$50-Res; \$57-NonRes) Weekend Prime Time Rate with Cart (\$55-Res; \$63-NonRes).
 - C. Course conditions are usually fairly good. They do have occasional flooding issues on a few holes.
 - D. They have a non lit driving range of about 20 stations with matt hitting areas
 - E. They do fewer golf outings due to limited space with the banquet facilities.
5. *Randal Oaks Golf Club:*
- A. 18 Hole Municipal course owned by the Dundee Park District. They also have a short course of 3 holes and another short course of 4 holes.
 - B. They offer resident and non-resident rates that are higher than ours during the week and slightly lower on the weekend.. Weekday Prime Time Rate with Cart (\$49-Res; \$54-NonRes) Weekend Prime Time Rate with Cart (\$57-Res; \$62-NonRes).
 - C. Course conditions are usually very good. They also do occasional enhancement projects to keep the course up to date.
 - D. They also have a 20 Station driving range with additional grass lesson area at the back of the range
 - E. They do operate the F&B and do a decent amount of outings.

Food & Beverage

1. Stonegate
 - a. Over 17,000 square feet of banquet space. Grand ballroom can hold up to 470 people with multiple areas that can host events from 75 – 400 people. Large lobby area which can be used as a pre-function area.
 - b. Wedding packages are very similar to our wedding packages. Minimums are based on number of people...it comes to basically \$13,000.00 - \$27,000.00 depending on room selection.
 - c. Pricing ranges from \$69.95 – \$89.95. Gratuity is 18% and tax rate is 11%.
 - d. They also offer Friday and Sunday discounts during the wedding season and Friday, Saturday and Sunday discounts from January – March.
 - e. They have a Lakeside Pavilion that offers an outdoor event area and it has a tent. They offer state of the art meeting spaces with an “On-Sight A/V Technician”.
2. The Seville
 - a. Ballroom capacity for 800 guests. Ballroom can be separated into three (3) smaller rooms ranging in guest size from 170 – 260 people.
 - b. Wedding Packages start from \$54.95 and go up to over \$80.00 a plate. They offer an extra hour of bar during their 5.5 hour reception than we do. They have floor length linens and choice of colored napkin. They do not include hors d’ oeuvres in their package pricing.
 - c. Standard discounts for Friday and Sunday events during the season and discounts for any night during January – March.
3. Chandler’s (Schaumburg Golf Club)
 - a. Ballroom capacity is 350 people – minimum revenues per room for each function, depends on size of room being used. They have five (5) party rooms total. They range from 25 – 350 guests. Chandler’s has undergone a recent “facelift” and added an outdoor event area for weddings.
 - b. Wedding Package is similar to our package and ranges from \$57.95 – \$72.95 a plate. They offer a five (5) hour open bar in their package compared to our 4 hour open bar.
 - c. Ceremony site fee: \$1250.00.
4. Chicago Marriott Northwest
 - a. Prairie Stone ballroom can accommodate up to 700 guests. They have multiple rooms that can be divided to allow for parties from 35 – 700 people. They have an atrium where you can host your event, wedding or cocktail hour.
 - b. Wedding Package amenities are very much like BPCCC. They offer a four (4) open bar, hors d’ oeuvres, plated meal, cake, etc.
 - c. They can offer a free room to their Bride & Grooms (with Champagne and chocolate covered strawberries in room) along with a complimentary breakfast.
 - d. Pricing ranges from \$74.95 - \$110.00 per guest...no minimum requirement. Gratuity is 23% and tax rate is 11%.

5. Renaissance Schaumburg Convention Center Hotel
 - a. Three available ballrooms with chandeliers, these rooms can range from 75 – 1700 guests depending on how the rooms are divided. Minimum fees apply by a per person and room size need basis.
 - b. Wedding Packages are on the same apr as BPCCC. They range from \$59.00 to \$73.00 per guest. They offer 4 hour open bar, hors d' oeuvres, meal, etc.
 - c. Service charge 24% (taxable) and tax rate of 11%.
 - d. Similar industry discounts for in-season and out of season weddings.
6. Randall Oaks Golf Club
 - a. Ballroom can seat up to 200 guests (minimum of 50 guests required along with a minimum \$7,000.00 Saturday night F&B; May - October). They have an outdoor gazebo for wedding ceremonies as well.
 - b. Floor length table cloths with choice of color linen napkin.
 - c. Wedding Package offers the same selection of services as does BPCCC. Pricing ranges from \$46.00 - \$53.00 per guest.
 - d. Gratuity is 18% and tax is 8%.