

Croquet...



Don't be left out!

Why, You Ask?



- ❧ As evidenced by the big surge of croquet in the mountains of North Carolina, many clubs are now building lawns to be competitive within the market place. You can't afford not to have one!



Growing in Popularity



☞ Currently over 4.5 million people are playing croquet in the United States.



Members Love It!



✧ It's very social



Who Can Play?



- ❧ Everyone! It's Age & gender neutral
- ❧ Brings people of all interests together

Replacement Sport



✧ It's a *GREAT* replacement sport



✧ Jim Estes, Member
Highlands Falls Country Club

"It happened to me – it has happened to so many. I was a typical amateur jock in multiple sports including tennis, racquetball, skiing and even single digit golf. Four back surgeries later, it all came to an end. But, then I found croquet! I now enjoy playing a sport competitively again. I find croquet to be demanding in skill and strategy, while being easy on the body."

It's Challenging...Or Not!



It's as competitive as YOU
want it to be!



It's Low Impact



✧ Easy on the body

✧ Easy on the Knees

Clubs Need It!



- ❧ Increases membership
- ❧ Increases member retention
- ❧ Improves camaraderie



Bottom Line Benefits



- ❧ Attractive to Corporate Groups
- ❧ Provides increased revenues:
 - ❧ Golf Shop Revenues: 20% Increase
 - ❧ Mallet Sales
 - ❧ Clothing Sales
 - ❧ Dining Revenues 3% - 5% increase



Testimonials



✧ Jason Macaulay, GM

Highlands Falls Country Club

“Croquet has been an amazing addition to our Club. Added in June 2012, we never dreamed that it would be this popular. Just one year later, we have more croquet players than golfers. It’s the smartest thing we’ve ever done.”

Testimonials



David Dew, President
Lake Toxaway Country Club

“Croquet has become an increasingly popular activity, particularly in the mountains of western North Carolina.” We are proud to say that we were one of the first clubs in the area to offer this fun and competitive sport to our members.”

How To Get Started



✧ Join the USCA as a member club for access to human and financial resources.

<http://www.croquetamerica.com/usca/about/>





Member Benefits



- ❧ Access to traveling instructors
- ❧ National network of croquet clubs
- ❧ Fulltime staff to answer questions, help new players find clubs, & new club support
- ❧ Suggest, promote, and assist with local club events

Start Up Costs



- ❧ \$50,000 - \$75,000 for one standalone lawn
- ❧ Dimensions:
30 yards x 40 yards
- ❧ Consider building two lawns

Private Financing



☞ Raising Funds through Member Donations



Club Financing



- ❧ Add to the Club's Annual Budget
- ❧ Finance the project in full or in part



Other Costs



❧ Regular maintenance by Greens and Grounds crew

❧ ROI from increased revenue in food, beverage, clothing and equipment sales



Games To Play



❧ Golf Croquet

❧ Easy to learn

❧ Easy to teach

❧ American Rules (6 Wicket)

❧ 9 Wicket

❧ Association Croquet

It's Good for Membership



- ❧ Be proactive:
 - ❧ Look for ways to keep your members longer
 - ❧ Attract new members



Don't Be Left Out!



❧ You could be losing members while you wait!

❧ Croquet: Serious Fun!

