

HPOA Golf Course Survey Final Results

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Background

● Survey Purpose

- *How HPOA should proceed if there is no private buyer for the Hiddenbrooke Golf Course.*
- *Owners willingness to pay to KEEP the Golf Course*

● Survey invitation initially sent by HPOA to email addresses they had and NEXTDOOR

- Follow-up postcards sent to all owners

● Survey Monkey used to collect responses

- Total surveys received as of Feb 5 2021 N=708

Caveats

- Results reflects views of owners who chose to respond to the survey—not a true random sample .
 - 119 ADDITIONAL SURVEYS after Jan 29—60% of residents in final sample of 704 (excludes 4 renters who submitted survey)
- Costs for taking over Golf Course are estimates and may change—could affect findings
- Responses of golfer and non golfers differed significantly
 - Results are reported separately in Appendix
- Did respondents understand Q11-Non preferred uses?
- Don't know responses over 20% --Q5,Q6,Q8,Q9

Who answered Survey

- Total respondents=704–60% of Hiddenbrooke owners
 - 21% of all respondents did not complete the survey
 - Not sure why they only answered front part of survey
 - Each Development 2% to 6% of sample
 - 20% no answer,7% not sure of name
 - Only Masters over represented
- About half (52%) lived here 7+ years
 - 20% no answer
- 45% played golf past 2 yrs
- 1 in 3 (33%) live directly on golf course

Q2- How Used Club in Last 2 Years?

- 2 in 3 residents have used Club in past 2 years
 - Especially getting food from Grill(52%) or Playing Golf (35%)

Q2-How used Club past 2 years	
Food from Grill	52%
Played Golf	35%
Had Lifestyle membership	21%
Resident dinners	12%
Held an event at Club	7%
Did NOT use Club in past 2 years	36%

Q4- How Concerned about Home Values if Course Closes?

- 73% **Very Concerned** About Home Value if course closed

Q5- City Use HID Bonds to Buy Course?

- Majority (56%) say appropriate to use HID Bonds to Buy Course

APPROPRIATE USE HID BONDS	56%
NO	16%
UNSURE	26%

Q8 – Should HPOA Buy Course if Golf Course Closes?

- About half (48%) say HPOA should buy course but 1 in 3 either unsure or did not answer

Q8 –YES (HPOA Buy)	48%
NO	19%
Not sure	21%
Did Not Answer	12%

Q6-Willing to pay \$400/\$500 yearly if City Buys Course?

- Only 3 in 10 (28%) willing to pay \$400/\$500 yearly if City buys course

Willing to pay if City buys course	28%
NO	43%
UNSURE	27%

Q6+Q7 – Willing to pay \$400/\$500 yearly if access to Club facilities included (pool, etc.)?

- Addition of facilities increased Percent YES significantly

YES (Q6+7)

62%

NOTE: Use Caution when interpreting this result. It is not known whether City ownership would include reduced golf rates for residents

Q10 – If “Yes” or “Unsure” in Q9, which Scenario would you prefer? (N=321)

--keep entire course or just clubhouse

- Keeping the entire course was significantly preferred among those willing to pay \$800/\$1,000 per year or were unsure

	Total sample	Willing to pay/unsure N=321
Just keep Clubhouse	11%	25%
Keep Entire Course/Club House	34%	75%

Q11- If Course Closes, uses you would NOT Support

- Q11 Potential Uses would NOT support

Housing (e.g. senior)	49%
City Park	34%
Day care facility	34%
Office rentals	31%
Vineyard/tasting room	25%
New Restaurant	19%
Private Event facility	17%
Open Space	17%

**NOTE Multiple Responses Allowed. Some respondents FORCED to give at least one USE wouldn't support. Percentages based on N=704 ,
Wording of question makes it difficult to determine if question skipped.**

APPENDIX

Key Findings—golfers vs non golfers

- Q4 Most respondents VERY concerned about property values
 - Golfers (84%) Non golfers (64%)
- Q5 Golfers significantly ($p < .01$) more likely to say should use HID Bonds to buy/improve course

	Golfers	Non Golfers
YES	70%	44%
NO	8%	23%
Don't Know	19 %	32%

Key Findings—golfers vs non golfers

- Q8 Golfers significantly more likely to want HPOA buy course if no other buyer

	Golfers	Non Golfers
YES	62%	34%
NO	7%	27%
Not sure/DNA	30%	39%

Key Findings—golfers vs non golfers

- Q6 Golfers significantly more willing to pay \$400/\$500 per year if City took over course

	Golfers	Non Golfers
YES	41%	17%
NO	29%	55%
Not sure	28%	26%

Key Findings—golfers vs non golfers

When asked if willing to pay \$400/\$500 (Q6) if it included access to the facilities (pool etc.) (Q7)

- Percent YES significantly increased for both groups

	Golfers	Non golfers
YES (Q6+7)	75%	53%

NOTE: Use Caution when interpreting this result. It is not known whether City ownership would include reduced golf rates for residents
--27% Answered Unsure

Key Findings

Q8 HPOA should buy course if no other buyer

- Those living **directly on golf course** significantly more likely to want HPOA to purchase course if no other buyer

	Live on Golf Course	Don't live on golf course
YES	51%	44%
NO	13%	21%
Not sure/Did not answer	36%	35%

Key Findings— Live on Course

Q5 Those **living directly on golf course** significantly more willing to use HID Bonds to purchase course if it closes

	Live on Golf Course	Don't live on golf course
YES	62%	53%
NO	10%	19%
Not sure/Did not answer	25%	27%

Key Findings– Live on Course

- Those living directly on course more likely to want to keep golf course (*ordered by size of difference*)

	Live directly on course	Don't live on course
Q10 Keep entire course	43%	30%
Q4 Very Concerned home value	82%	69%
Q9 willing to pay \$800/1,000	34%	24%

Except for Q4 , Don't Know 20% or more of respondents