

Audit at a glance

Denver Golf Operations

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ABOUT | Denver Golf is an enterprise that operates like a business to fund its own operations. Golf is part of the Denver Department of Parks and Recreation and has eight golf facilities throughout Denver with a variety of amenities, including one mountain course in Evergreen. Golf's mission includes providing "excellent customer service" and "outstanding course conditions."



In the report

FINDING: Denver Golf Customer Experience Should Be Improved

- There are two areas Denver Golf could address to improve customer experience. First, the check-in process for golfers with loyalty memberships is inefficient due to duplicate member accounts. The second issue relates to course conditions. While the conditions overall appear satisfactory, there are several safety and aesthetic details that should be addressed and would improve customer experience overall.



SAFETY ISSUES AND POOR CONDITIONS: Exposed nails could be a safety hazard, while aesthetic issues like broken tree limbs, graffiti and peeling paint damage the overall customer experience. PHOTOS BY DENVER AUDITOR'S OFFICE STAFF

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Timothy M. O'Brien, CPA | Denver Auditor

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FINDING: Denver Golf Does Not Have a Current Strategic Plan and Has Not Documented Organizational Priorities and Goals

- Denver Golf’s strategic plan expired in 2019. An updated strategy would help proactively plan and shape Golf’s future rather than it being led by reactions to current challenges or problems. Also, Denver Golf’s capital improvement planning documents are fragmented and incomplete, resulting in Golf being unable to ensure that project goals are aligned with organizational priorities.

FINDING: Denver Golf Is Not Maximizing Revenue

- Denver Golf is not maximizing revenue due to lack of integration between its credit card machine and cashiering system. Golf cannot charge “no-show” customers who do not show up for their tee time. Without consequence for no-show reservations, Golf loses revenue to fund its operations.

FINDING: Denver Golf Should Improve Monitoring and Documentation of Daily Financial Transactions

- Inconsistent documentation and practices by golf courses could result in loss of revenue through fraud and misuse. Golf should ensure management approval is required for voids and cash refunds and that Golf staff monitor daily transactions such as voids and rain checks.

Location of Denver Golf Facilities



Source: Developed by the Auditor’s Office based on information from the Denver Golf website.

