

ANNUAL REPORT
2025

WESTWOOD GOLF





NORMAN PARKS & REC 2025

EXECUTIVE SUMMARY

Westwood Golf Course has demonstrated strong financial performance in FY26, with revenue through April reaching \$1,352,228.02, up significantly from \$958,756.57 during the same period in FY25, and surpassing last year's total revenue of \$1,179,327.12. To further enhance engagement and growth, we are launching a new couples league and expanding participation. As we host the 51st Westwood Invitational, we are introducing two new player categories to revitalize attendance. While the closure of the driving range since December 2025 has impacted revenue, its forthcoming reopening will improve operational resilience, increase revenue, and enhance the overall player experience by enabling quicker post-weather recovery and improved access to range balls.

FACILITY, PROGRAM, OR DIVISION OVERVIEW

Westwood Golf Course is dedicated to growing the game of golf and positioning itself as a premier destination for individual and family recreation, social connection, and community engagement—serving both Norman residents and golfers from across the state. Our professional teaching staff actively promote the sport and foster skill development at all levels. We are committed to supporting youth through our Free Junior Clinic, Junior Academy, U.S. Kids, and First Tee programs. To drive revenue growth, we are focused on increasing rounds played, expanding memberships, boosting association and tournament participation, and cultivating junior, women's, and couples play. Westwood is open year-round, with play available from 7:00am to 9:00pm during peak summer hours.





FINANCIAL PERFORMANCE

In FY25, Westwood generated **revenue of \$1,179,327.12**. Pro shop expenses totaled \$646,793.88. Of these expenses, payroll accounted for \$374,418.96, services for \$95,351.87, and supplies for \$175,363.57. Pro shop merchandise expenses totaled \$156,682.86, while **merchandise sales totaled \$204,780.89**.



PARTICIPATION AND USAGE METRICS



Westwood recorded a total of 32,828 rounds played in FY25. Through April 30, 2025, **there were 25,913 rounds played, compared to 32,399 rounds during the same period in FY26, reflecting significant year-over-year growth.** This increase is partly attributed to a rise in junior play, following Jimmie Austin OU Golf Course discontinuing Junior Memberships. Additionally, The Trails was closed for greens renovation at the start of FY26, and Jimmie Austin is currently undergoing greens renovation.





Programs, Events, and Services

Westwood Men's Golf Association

The Thursday League begins in March and ends in October each year. There are currently 38 teams in the league, each with up to six players. This puts the league at approximately 228 players. Saturday League begins in March and runs into August. The league conducts tournaments every other Saturday. The league concludes with the Westwood Two-Man Club Championship and the Westwood Individual Club Championship.

Westwood Lady's Play Day

The ladies' group meets every Thursday morning, weather permitting, and consistently fields three to four groups during peak summer months. While there is no formal championship, the group emphasizes year-round play and social camaraderie.

Senior Play Days

Senior Play Day is held every Tuesday morning, beginning in April and culminating with the Westwood Senior Championship in October.

Westwood Couples League

The Couples League, launched this year, began play on March 22 and meets one Sunday each month through September. Fourteen couples are currently enrolled, and we are actively encouraging additional participation to grow the league.



Programs, Events, and Services

51st Annual Westwood Invitational

The 51st Annual Westwood Invitational, held July 3–5, 2026, stands as one of Oklahoma's longest-running and most distinguished golf tournaments. While participation has recently declined due to increasingly busy family schedules, this year we introduced two new flights, a Ladies Flight and Senior Flight—designed to increase engagement and offer flexibility, with both playing during the first two days of the event.

High School Golf

Westwood serves as the primary practice facility for several area schools, including Norman High, Norman North, CCS, Southmoore, and Norman Middle Schools, providing access Monday through Friday. Southmoore hosts three major tournaments each spring at Westwood: the Sabercat JV 9-Hole Tournament (42 players), the Sabercat Girls Invitational (83 players), and the Sabercat Boys Invitational (121 players). Additionally, Westwood proudly hosts the Robert O. Smith Spring Break Invitational, welcoming 58 players each year.

First Tee OKC

Westwood proudly partners with First Tee OKC to host three seasonal sessions—Spring, Summer, and Fall—each running for seven weeks on Wednesday evenings. These programs provide valuable instruction and opportunities for youth to develop their golf skills and character in a supportive environment.





Programs, Events, and Services

U.S. Kids

Westwood has become one of the most popular destinations for U.S. Kids events, expanding from hosting two tournaments annually to four. Participation remains strong, with a combined total of 413 youth competitors in 2023, 387 in 2024, and 440 in 2025.

South Central PGA, Junior Tour

Westwood is widely recognized as a premier host site for the South Central Junior Tour. From the outset, we have provided on-course rules officials and dedicated scorers for all youth divisions—a commitment that is consistently appreciated by parents. Each year, Westwood welcomes 90 junior players to this prestigious event.

Free Junior Clinic

Free Junior Clinic. Westwood hosts a complimentary two-day golf clinic every June for youth ages 6 to 17, focused on introducing young players to the fundamentals of the game in a fun, welcoming environment. The clinic consistently draws strong participation and serves as an entry point for many children to pursue the sport further through our additional junior programs and leagues.

Westwood Junior Academy

Westwood Junior Academy is offered on Tuesdays and Wednesdays throughout June and July each year, providing engaging, 90-minute sessions for youth ages 8 to 17. The academy fosters skill development, teamwork, and a passion for the game. The program culminates in the Junior Academy Championship, followed by a celebratory pizza party that brings together 80 to 90 enthusiastic participants.

Pro Shop Discount

Westwood Golf Course offers a 10% merchandise discount to Annual Members, Men's Association Members, and Ladies' Association Members. This benefit is designed to recognize and reward member loyalty while encouraging continued engagement with the club.





STAFFING AND OPERATIONS

Rick Parish, Golf Operations Manager/PGA Professional - Full Time

Tyler Baumann, Program Coordinator. PGA Golf Assistant – Full Time

Zaine Crawford, Golf Shop Assistant – Permanent Part Time

Lonnie Burks, Mitch Nauman, Gary Holm, Doug Dority, and Jay Gibson
Golf Shop Attendant – Part Time

The opening staff works until 2:00 p.m., with the closing staff arriving at 1:00 p.m. This one-hour overlap ensures a smooth transition between shifts, allowing the opener to complete daily tasks and communicate essential information to the closer, ensuring seamless operations.

The pro shop staff is responsible for all aspects of daily operations, including opening and closing procedures, managing tee times and pace of play, setting up and overseeing tournaments, and coordinating program logistics. In addition to maintaining a clean and organized pro shop, staff members are knowledgeable about golf equipment for retail sales and supervise the Golf Course Attendants (Cart and Range).

Golf Course Attendant/Cart and Range Personnel – Part Time

During peak months, Golf Course Attendants begin their shifts at 9:00 a.m. and work until 2:00 p.m. to ensure range balls are consistently available for players. Two closing attendants support evening operations: typically, one arrives at 2:00 p.m. and another at 4:00 p.m., except during tournaments or weekends, when both closers start at 2:00 p.m.

Attendants share key responsibilities: one focuses on maintaining the driving range, and the other on managing the fleet of golf carts, including washing, organizing, and securing the carts each night. Additional shared duties include shop maintenance, cleaning restrooms, retrieving water coolers, and closing facilities on the course, ensuring a clean and welcoming environment for all guests.



Marketing

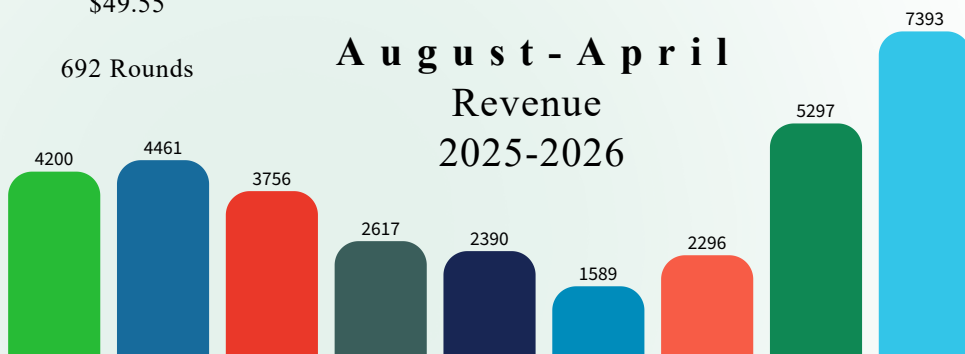
Westwood utilizes a multi-channel approach to communication and marketing. BOLD Multimedia serves as our primary social media outlet and print designer, managing content creation and transforming program and tournament flyers into engaging graphics for our video board at the first tee box. This video board keeps our patrons informed about all upcoming events. For magazine and radio advertising, we partner with KREF/Boyd Street to expand our outreach with radio, print, and live remotes.

Our collaboration with Golf Now, a leading third-party tee sheet provider, has been instrumental in maximizing tee time utilization and filling open slots daily. Additionally, our ongoing partnership with Youth on Course supports affordable access for junior golfers, who pay just \$3 for green fees. We then submit member check-ins to Youth on Course, which reimburses us \$9 per junior round, providing value to both young players and the course.

Average Per Round
\$49.55

692 Rounds

August - April
Revenue
2025-2026



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LUNCH & LUNCH \$14!**



STRATEGIC PRIORITIES AND OUTLOOK

Our priorities remain focused on **enhancing membership programs** and **expanding Men's, Ladies', Junior, and Family outings** to foster loyalty and increase participation. We are dedicated to **continuous course improvement** and to providing an **exceptional golf experience marked by outstanding customer service.**

As we look ahead, Westwood Golf Course is committed to building on this year's achievements and strengthening our role as a valued community destination. With the support of our members, staff, and partners, we are confident in our ability to deliver lasting value, elevate the game of golf, and ensure a vibrant future for all who visit Westwood.

