



Oak Hills Park Restaurant Survey

Prepared for Oak Hills Park Golf Course
November 2023



OHP 2023 Restaurant Survey Results

Initial Observations

- **Key Thoughts**

- People say food & beverage services can improve greatly
- Good service and quick food delivery – key desirables
- Rock bottom, cheapest price less important than reasonable prices
- “Operational consistency” most used or implied respondent request
- Simple and easy valued more than extravagant or excessive

- **Takeaways**

- 361 respondents – amazing engagement!
- People want OHP restaurant to succeed
- Higher Halfway House usage vs. Restaurant – speaks to service, ease, quick
- Comments detailed, insightful and honest
- Input should aid best decision making going forward

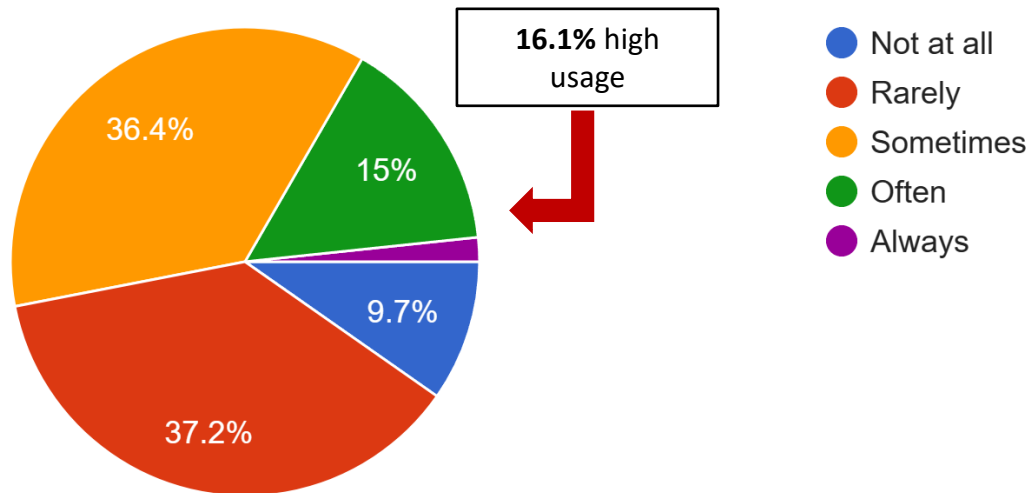
Vast majority believes Oak Hills Park restaurant is viable

OHP 2023 Restaurant Survey Results

Restaurant Usage

1. How often over the past years, even prior to the current vendor, did you visit the restaurant?

360 responses



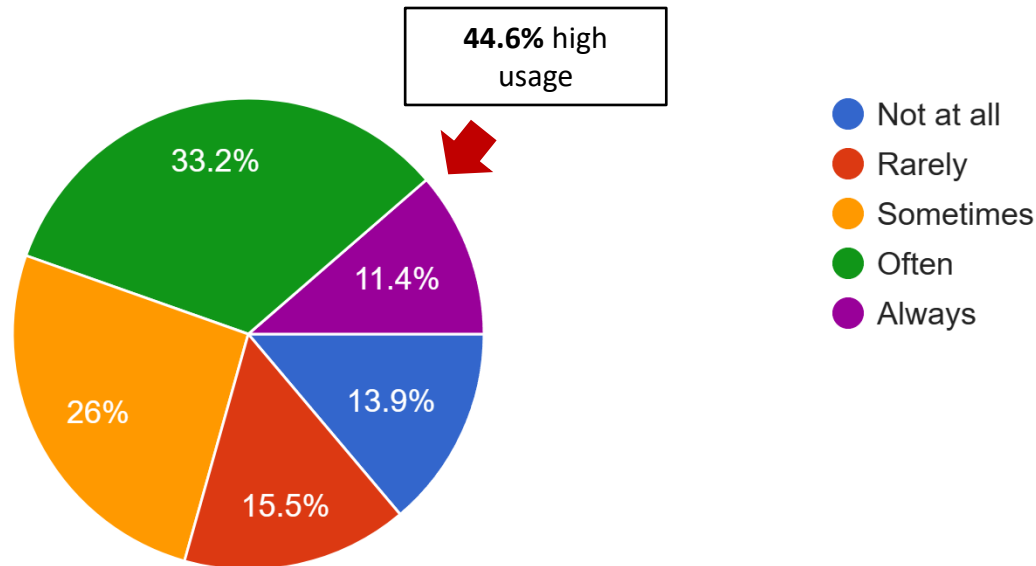
High frequency restaurant usage (current & past) lower at **16%**
53% used it Always, Often or Sometimes

OHP 2023 Restaurant Survey Results

Halfway House Usage

2. How often over the past years, even prior to the current vendor, did you buy from the Halfway House (Snack Shack)?

361 responses



High frequency halfway house usage (**45% - current & past**) about 3x more than restaurant!

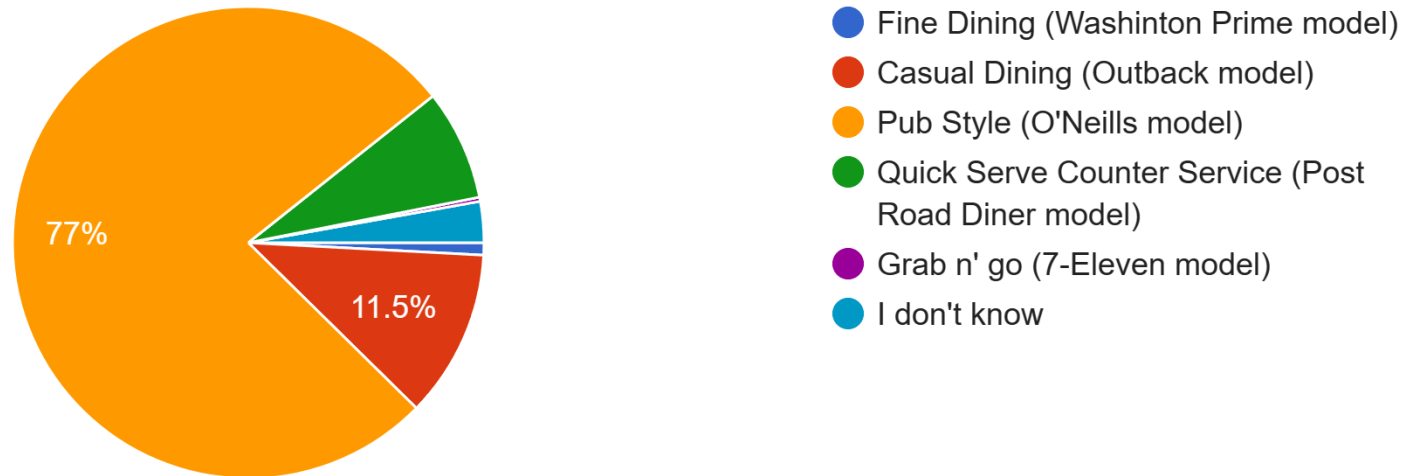
73% used it Always, Often or Sometimes

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Restaurant Type Preference

3. What restaurant type would work best at Oak Hills Park?

356 responses



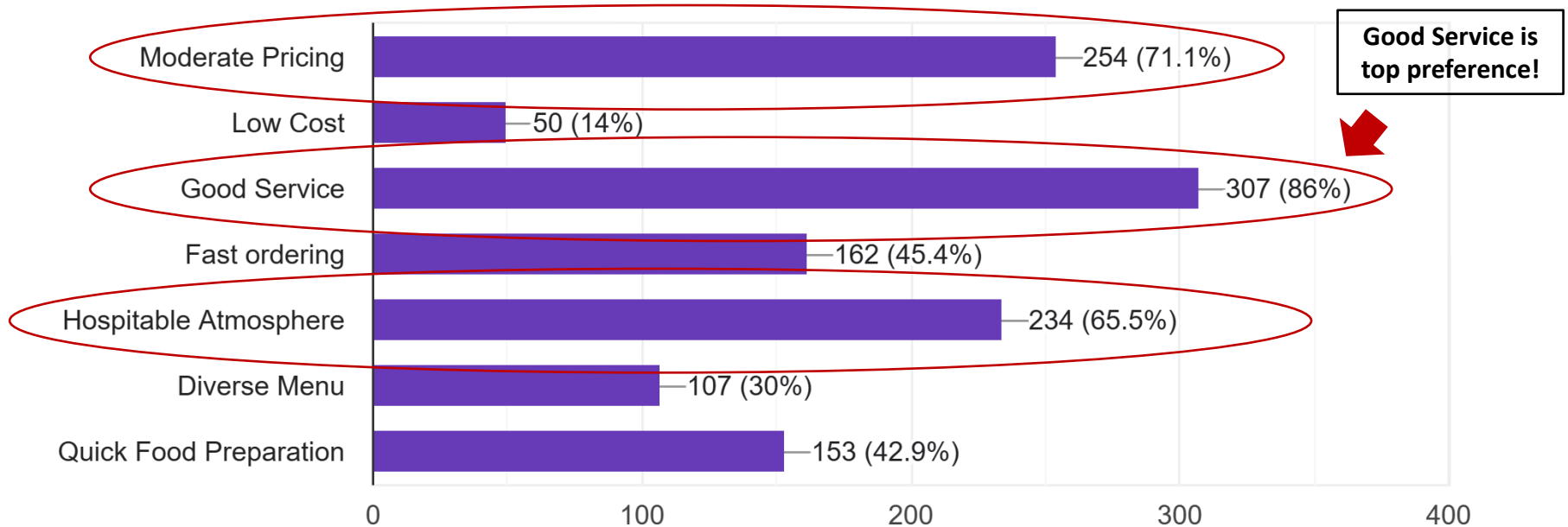
Pub Style dominates restaurant type respondents' preference at **77%** (**7x** more popular than 2nd choice)

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Critical Restaurant Characteristics

4. What restaurant characteristics are critical for you? (Pick all that apply)

357 responses



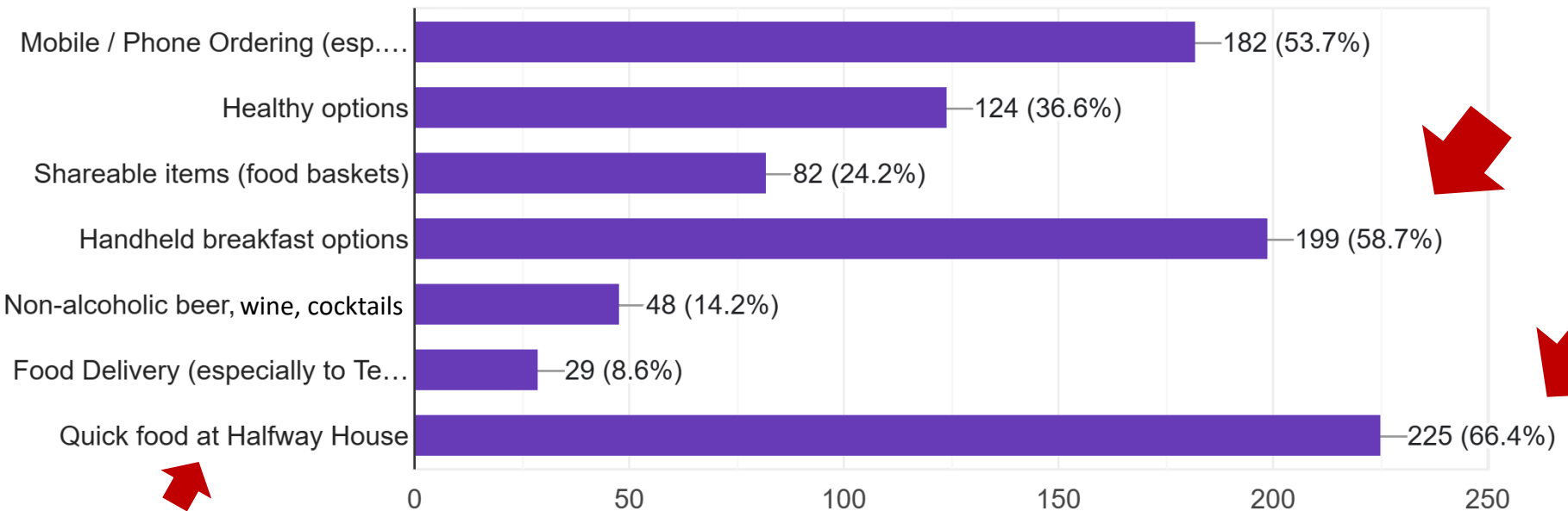
Moderate Pricing, Good Service & Hospitable Atmosphere key characteristics at **50%+** preference

OHP 2023 Restaurant Survey Results

Customer Restaurant Trend Preference

5. What Golf Course restaurant trends would you prefer? (Pick all that apply)

339 responses



Top Choice

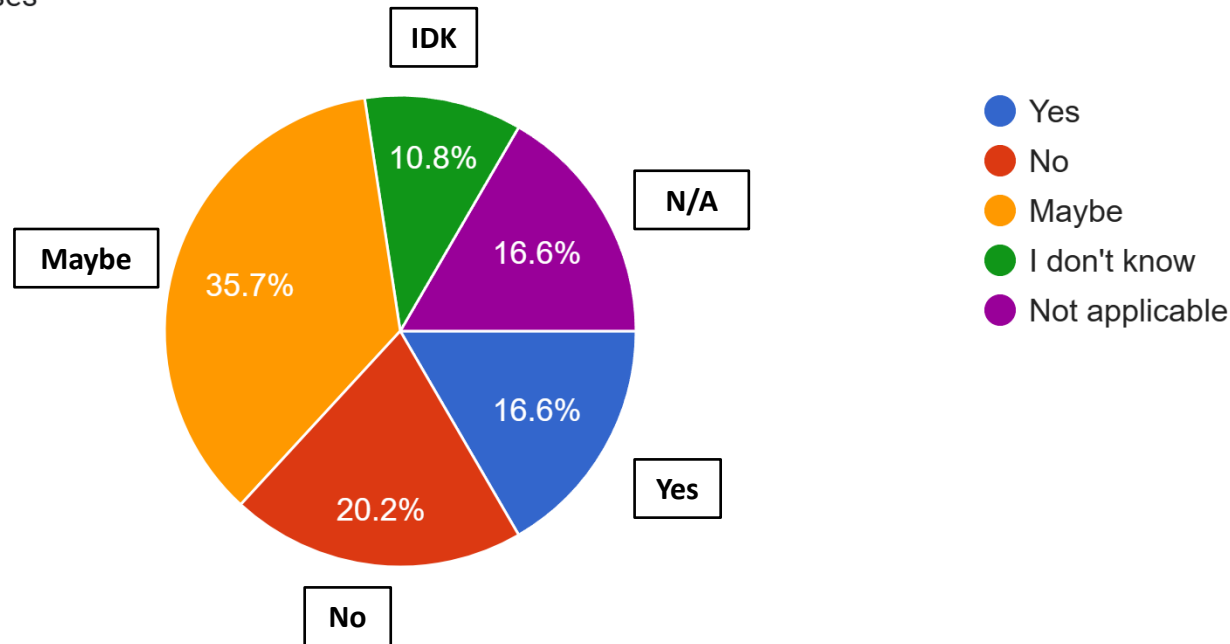
Something eaten by hand, ordered by phone & received **QUICKLY** dominate current restaurant trends

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Event Preference using Outdoor Canopy

6. Would you consider booking an event if held in a large tent/canopy on the Great Lawn (Behind employee parking lot)?

361 responses



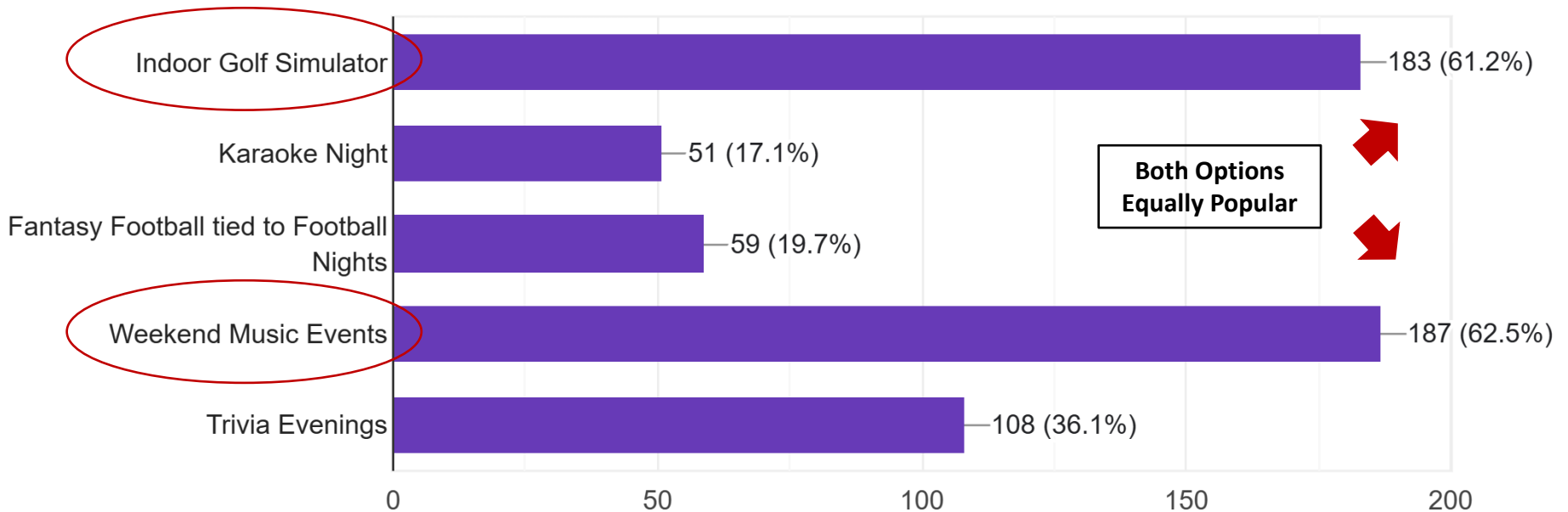
52% of individuals might or would book an event, if outside
Only **1 in 5** say they may not

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Activities that Drive Usage

7. What activities might drive you to the restaurant?

299 responses



Respondents suggest that other things besides food will attract patrons especially in golf / tennis offseason (winter months)

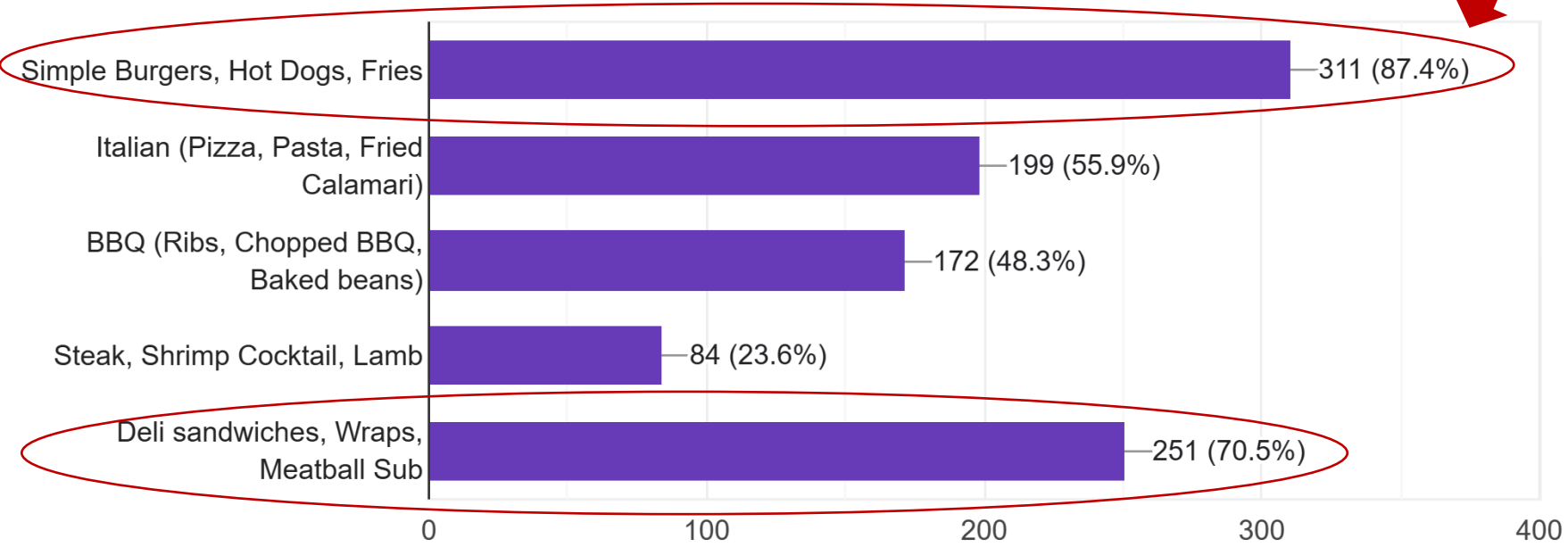
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Food Type Preference

8. What food types would you prefer? (Pick all you prefer)

356 responses

Standard offering is top preference!



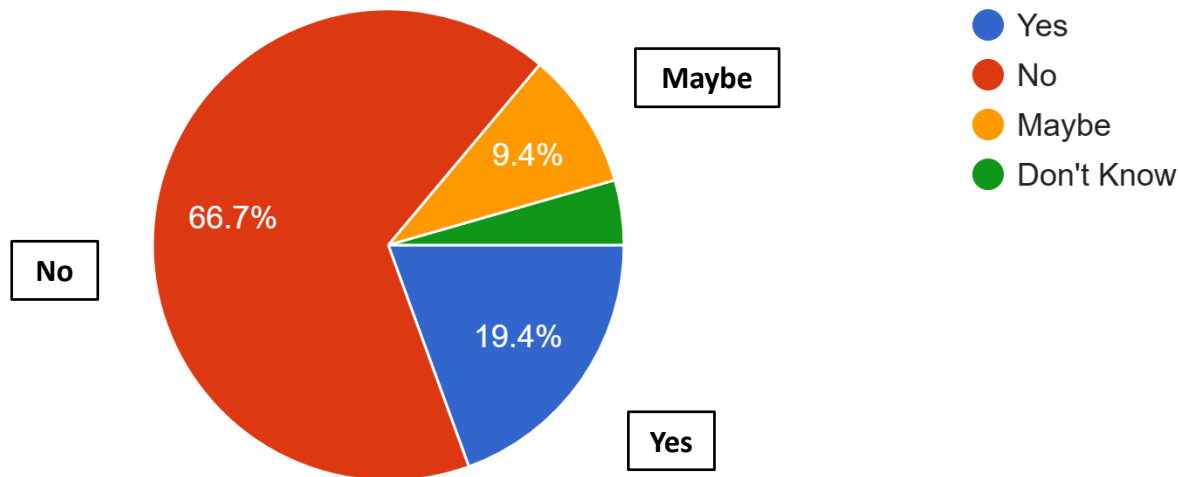
Handheld items like Burger/Fries & Deli Sandwiches dominate respondents' food type preference – Italian **50%+**

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Sitting on Porch Tolerance Levels during Private Events

9. If there's a private event, does it bother you that golfers, hikers & tennis players can't eat in the restaurant but can only sit on the porch?

360 responses



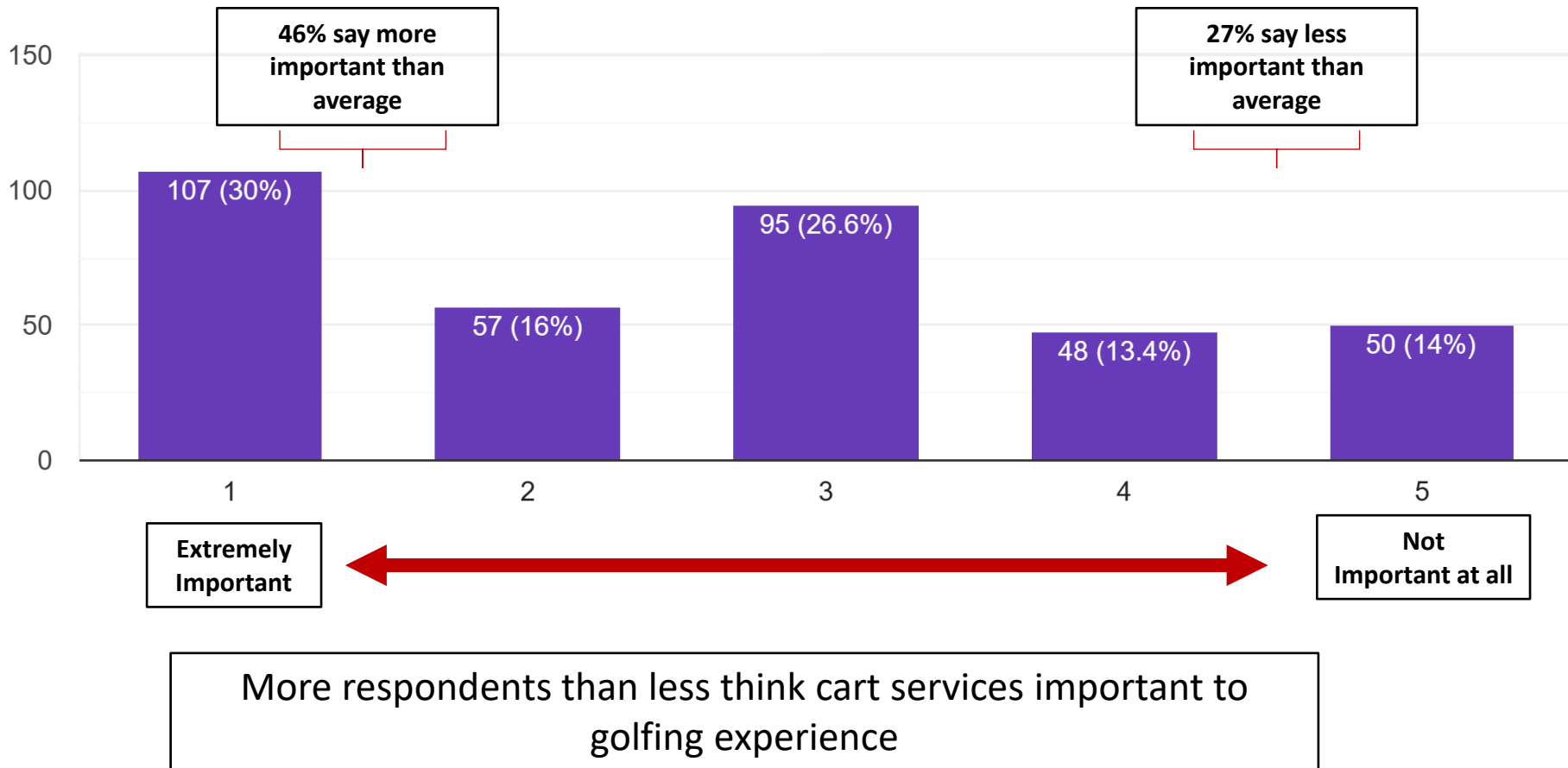
2/3 of respondents have no problem sitting on the porch during private events
However, say they **MUST** be serviced adequately outside!

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Beverage Cart Desirability

10. How important is a good, active beverage cart service?

357 responses



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High-Level Comment Synopsis

- **Main Comments**

- Restaurant should cater to golfers, tennis players & hikers primarily
- Three main keys: Good food, good service & reasonable prices
- Consistent, daily operating hours a must with start of play until end of play
- Restaurant should cater to others secondarily: non-golfers, non-tennis players
- Suggestion to benchmark / model other local golf restaurants
- Consider advertising, specials and event themes, e.g. Masters, US. Open (Tennis) to attract customers

- **Other Thoughts**

- Breakfast should be consistent offering
- Simple works while avoiding the exotic, complicated or excessive
- Food Trucks interesting option – few think a OHP restaurant can't work at all
- Quick and fast offerings are critical, especially for golfers
- Restaurant needs everyone's help for it to succeed

Feedback thoughtful with many prudent considerations