



Shadow Hills Country Club Facility of the Year

In an era of a shrinking golf economy and country clubs reporting dwindling membership and facility sales, Shadow Hills Country Club may be unique in our expanded growth in members, revenue, facility amenities and community and business rentals.

With the opening of our new clubhouse in 2012, Shadow Hills has continued to expand and refine our facility, while functioning at a level that may be unsurpassed by any other in recent OGA history. Historically, many Oregon County clubs lose members after facility upgrades, or new clubhouse construction. However, starting with a membership of just 328 members in 2011, the numbers have swelled to just short of the 475 member cap mandated by our bylaws.

1. Our 24,000 sq. foot clubhouse is uniquely designed to provide both the utmost in member services, while performing wedding, convention, and business meetings at a rate that has seen unprecedented growth since the new clubhouse was christened. Since January of 2014, it is rare that the ballroom, meeting rooms and outdoor meeting and banquet areas have not seen as many as three major events in a weekend. The “best year ever” in

the old clubhouse saw \$220K in outside and event rentals. The fact that this year, Shadow Hills is in line to hit a budgeted figure of more than \$600K, speaks for the facility’s design, as well as the efficiency and professionalism of the staff.





The increases are due in large part to a clubhouse design that allows traditional golf and member services, while integrating seamlessly with Weddings, large meetings, reunions and other outside sale events.





With two separate parking and entrances, as well as the newly expanded and landscaped **Smith Wedding Garden** (which serves double duty during large member events in the summer), Shadow Hills can easily serve crowds of up to 400, without impacting rounds of golf, or regular member amenities.

2. **Our newly expanded, 24 acre practice facility** is expansive, while offering the ability for private lessons and the latest teaching technology in all types of weather. With three Primary Teeing areas, a warmup area, short game, bunker practices areas, chipping and putting areas, and new McKay Learning center with 8 covered stalls, the range of practice and learning opportunities are unsurpassed by any other Country Club in the area.



The most recent addition to the **McKay Training Center** is the **TrackMan Pro** swing analysis system. Members can now fine-tune their swings in ways before only available to tour professionals. The University of Oregon Men's and Women's golf teams have chosen Shadow Hills Country Club as one of their primary practice facilities, and our members benefit from improvements made to meet those standards.



3. Facility events include an expanded range of social and golf experiences. While the demographics of most country clubs continue to age, our near-capacity membership (only 6 memberships from our Bylaw capacity of 475 members) has seen a recent upswing in younger families and junior executive memberships. Our social and golf events typically attract as many as half of our members, with a recent golf/scramble Luau event filling beyond



capacity, with 288 players, and another 45 meals served.



Junior Camp, as well as the new Family Tee Program (certified by the OGA) continues to offer golfing fun and learning experiences for all ages.



Events at Shadow Hills are supported by a professional staff that excel in creativity, as well as efficiency, allowing both inside and outside events that provide the utmost of fun, while maximizing profitability.

4. **Expanded Members Services** include our club storage and cleaning room, new locker rooms, workout facility with special fitness classes and training, and the newly expanded and appointed pro shop.



Once a side-line shop designed for day of play retail sales and branded club clothing, the new Pro Shop is a state-of-the-art golf and recreation outlet with competitive pricing that meets or beats almost any golf retailer or online point of sales service available. With an expanded line of clothing and equipment from the top names in golf, our pro shop offers member discounts,

monthly specials and special event sales that keep the membership and visiting event participants engaged and shopping.

5. Expanded forms of communications and social media keep the members engaged, informed, and actively participating. Outside of the traditional web site, www.shadowhillsc.org, Shadow Hills produces a traditional monthly print newsletter, expanded email version of the newsletter, weekly mass-email updates and dining special highlights, as well as the newest social media tool, www.ShadowHillsExtra.com. ShadowHillsExtra is a WordPress format that offers expanded club events, social, and commentary, along with the ability for member feedback and posting of their own pictures and reflections.

Shadow Hills Extra
The Social Community Site For Shadow Hills Country Club

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Shadow Hills Country Club is a facility combined with services that is designed around a tradition of a close community, while looking forward to the future. The facility allows for expanded growth, expanded success, at the highest level of efficiency and profitability.

Tradition, Community, and Service...the benchmarks of a great country club are alive at Shadow Hills Country Club.