



# FAIRFAX COUNTY PARK AUTHORITY



## M E M O R A N D U M

**TO:** Chairman and Members  
Park Authority Board

**VIA:** John W. Dargle, Jr., Director *car*

**FROM:** Barbara Nugent, Director  
Park Services Division

**DATE:** May 21, 2009

### *Agenda*

**Park Services Committee**  
**Wednesday, May 27, 2009 – 5:45 p.m.**  
**Board Room – Herrity Building**  
**Chairman: Edward S. Batten Sr.**  
**Vice Chair: Frank Vajda**

1. Golf Satisfaction Survey Results (with presentation) – Information\*

\*Enclosures



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Board Agenda Item  
May 27, 2009

**INFORMATION** (with presentation)

Golf Satisfaction Survey Results

Staff will summarize key findings from the most recent golf customer satisfaction survey, and discuss management actions that have been planned or implemented to address opportunities presented by the survey results. Since 1994 the Park Authority has periodically surveyed golf customers to determine their satisfaction with the facilities and services they use. Satisfaction monitoring is an integral part of the Park Authority's business strategy for maintaining customer loyalty and growth in its revenue operations. Study findings were based on responses received from 1,149 golfers at all seven Park Authority golf course locations.

ENCLOSED DOCUMENTS:

None. Presentation handouts will be provided at the committee meeting.

STAFF:

John W. Dargle, Jr., Director

Cindy Messinger, Deputy Director/COO

Barbara Nugent, Director, Park Services Division

Peter Furey, Manager, Golf Enterprises, Park Services Division

Nick Duray, Manager, Marketing Services Branch, Park Services Division

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