

Business Plan for "The Diamond" at Westbrook Country Club

I. Executive Summary

Name: *The Diamond*

Location: Mansfield, Ohio (Hamilton Park vicinity)

Affiliation: Westbrook Country Club

Concept:

Professionally designed short course (9 holes) paired with a state-of-the-art teaching and practice facility, promoting inclusivity, development, and growth through golf.

II. Vision & Goals

- **Vision:** To be the region's leading accessible golf and learning facility.
 - **Primary Goals:**
 - To enhance and expand the current facilities available at Westbrook.
 - To provide a comfortable teaching environment for beginners.
 - To provide selective community programming for schools, veterans, adaptive athletes, etc.
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III. Facility Components

A. The Course – "The Diamond Short Nine"

- Designed by Tyler Rae (2025)
- 9 holes, par-3 style, distances ranging from 94 to 201 yards
- Total yardage: 1,054 yards
- Routing encourages quick play and youth accessibility

B. Teaching & Learning Center

- 2 open bays
- Bays face course for a full-swing/driving range experience

- Indoor putting green (winter-ready)
 - Classroom/seminar/office space for workshops
 - Pro shop and check-in kiosk
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IV. Programming & Community Engagement

A. Year-Round Clinics & Seminars

- **Target Groups:**
 - Local high schools & middle schools
 - PGA Get Ready Golf
 - PGA Junior League
 - Women & beginners
 - Veterans
 - PGA Hope
 - Adaptive/handicapped golfers
 - Juniors & families
 - PGA Family
 - **Formats:**
 - Introductory clinics
 - Tiered workshops (short game, full swing, putting)
 - Seasonal leagues, tournaments, or "Golf & Learn" nights
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V. Staffing

- **Director of Instruction / Facility Manager – Ben Olewiler**
Oversees teaching, operations, and outreach
- **Teaching Pros / Assistants – Ben Olewiler, Gordie German, Dominic Castelveter**

- **Operations Staff – Ben Olewiler, (other)**
Front desk, bookings, club rentals
 - **Maintenance / Grounds Crew – Ben Olewiler, Westbrook CC Grounds Crew**
Shared with Westbrook or contracted
 - **Volunteers / Community Partners**
Especially for adaptive and youth clinics
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VI. Marketing & Outreach

- Social media campaigns: Instagram, Facebook, YouTube
 - School partnerships: Gym teachers, coaches, superintendents
 - Non-profit and veteran group partnerships
 - PGA HOPE
 - Public launch event or “Community Golf Day”
 - PGA Jr League
 - PGA Family
 - Monthly newsletter for programming updates
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