

Operational Excellence Evaluation



Golf Course

Conducted By:



Bushwood Golf & Resort Evaluation:

Book Tee Time

On July 26th, I called the Pro Shop at 11:56 and after selecting from voicemail options I was connected to the pro shop at 11:57. I spoke to LeAnn and asked what was the latest I could tee off and get done before dark on Friday July 29th. She said that the latest tee time to get in 18 holes was 1:30. Since sunset is 8:13, I questioned her time of 1:30. She had no idea how long a round takes or when sunset was. I asked her to check with someone and she came back with 3:30 being a safe time to play 18 and I reserved a foursome with an 3:30 tee time. LeAnn did not ask for an email address. The reservation was completed by 12:00.

Arrival

On Saturday morning, I drove down Beach Road. Once again, the entrance sign for Bushwood was easy to miss, especially from the outside lane.

If within code, it is recommended to add a directional arrow sign just before the yellow new home signs on the roadside. A helpful script for Pro Shop staff when speaking to out-of-town guests might be:

“When you pass the Pizzeria, get ready to turn right at the big American flag.”

The entrance drive remains attractive, even with new homes nearby. The clubhouse and hotel maintain their old-school Southern charm. Note: The first step exiting the clubhouse could be a tripping hazard — a small 'Watch Your Step' sign would help.

Bag Drop

The cart had a score card, pencil, sand. The inside of the cart was clean and the GPS was great. The USB port and ball washer made everything convenient.

I handed the cart boy my cooler with sodas and beers And he said no coolers allowed Sir I said okay And put it back in the SUV He looked around and then motioned to me and he took the drinks out of my cooler put them in the cooler on the cart and then shoveled a couple of scoops of ice on top And I gave him an extra \$5 tip . That should be watched closely Since that bag boy is causing you serious loss of revenues on your beverage carts.



Starter

Upon arrival at the tee, Sam greeted our group (He did not have a name tag) and gave a brief overview of the GPS system. While he explained that GPS was available, he did not point out some of its more helpful features — such as the ability to touch the screen to determine exact distances to specific targets or to see the location of the group ahead on blind holes. He also did not reiterate the same message as the Pro Shop “We recommend playing tees boxes that align with the player’s handicap. Over 10 please play White Tees” which would have been beneficial for first-time visitors.

At check-in, Sam took my cart receipt. When I asked to retain it, he explained that he keeps the copy and that I should have received a second one from the Pro Shop. Noticing we had extra time before our tee slot, he went out of his way to retrieve a duplicate from the Pro Shop and returned the original copy to me — a thoughtful and professional gesture.

Sam strictly maintained the tee sheet timing and ensured proper spacing between groups. We teed off exactly at 11:00 AM as scheduled.

Recommendation: To enhance the player experience, we recommend adding a laminated GPS feature card mounted near the scorecard holder inside each cart. This would help players fully utilize the GPS system’s capabilities, especially during busy or unfamiliar rounds.

Consider including QR Codes for Pro Shop Specials, looking at Menus or contacting the restaurant to order and increase F & B sales.

Information provided by the Starter:

- | | | |
|---|--|--|
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | Pace of play |
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | 90 Degree or other cart rules |
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | Which Tee Box to Play - Suggestions |
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | Advice on how to play the first hole |
| <input checked="" type="checkbox"/> YES | <input type="checkbox"/> NO | Gave prompt, friendly and courteous greeting |
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | Wore Name Tag or provided name |
| <input type="checkbox"/> YES | <input checked="" type="checkbox"/> NO | Discussed cooler regulations |



Course

The course offered a visually impressive layout, blending scenic beauty with smart design. The variation between holes and the complexity of the approach shots added depth and enjoyment to the overall round.

The course conditions were solid overall, with the back nine in noticeably better shape than the front. The greens were in excellent condition — smooth, consistent, and a pleasure to play. However, several tee boxes on the front nine were in need of maintenance, including leveling and turf improvement.

Tee markers were clearly set up and accurately aligned (we played from the white tees). Mowing patterns across fairways and rough were consistent and visually appealing. Bunkers were well-maintained, with each bunker containing at least one rake — and larger bunkers appropriately stocked with multiple rakes.

Course signage was excellent, making it easy to navigate from hole to hole. Notably, we appreciated the use of directional signs with written instructions, which provided more clarity than arrows alone.

Some fairways on the front nine had rough patches and areas with visible weed growth. While these were mostly avoidable, they were more prominent than on the back nine. The cart paths, while mostly serviceable, showed signs of wear and patchwork. Although functional, there are still sections that could potentially cause damage to carts and should be monitored or resurfaced where possible.

Hole by Hole Review

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Tee Box	5	5	5	3	5	3	5	3	4	5	5	5	3	5	4	5	5	4
Fairway	5	5		3		5	3	3	3	5	5		5	5		3	5	5
Bunkers	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
Green	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5
Missing 150 Poles								Y	Y								Y	

5 - Excellent 3 - Average 1 - Unacceptable

Hole #14

The grounds crew did a great job securing the area around the excavation in the fairway. Not only that, they beveled the loose sand around the front to direct balls from rolling in the hole. Neat.



The tee boxes, particularly on the front nine, showed noticeable wear, with several areas lacking sufficient turf coverage — especially along the sides.

What stood out was that, in multiple cases, tee markers were placed in the most worn sections of the teeing ground, even when healthier turf was clearly available nearby. These placements appeared to be unchanged for several days, suggesting limited rotation.

In our opinion, more frequent tee marker rotation would help preserve turf integrity and improve the overall player experience. While we recognize that holiday weekends may influence setup decisions due to member and guest traffic, the current tee placements detracted from what was otherwise a strong presentation of the course.

For weekend play, particularly during high-traffic events or when hosting occasional or wedding guests, we recommend moving the white tees forward to their most accessible positions. This adjustment would support a faster pace of play and better accommodate less-experienced golfers.

The photos below document several of the more problematic tee box conditions observed during our round.



#4 Tee Box



#6 Tee Box



#8 Tee Box



#13 Tee Box



#16 Fringe



#6 Water - Sign Missing



Pace of Play

Both my playing partner and I are low-80s golfers from the white tees and typically maintain a brisk pace of play. We completed our round in 4 hours and 11 minutes.

The front nine experienced some delays due to a slow-moving foursome two groups ahead, likely comprised of high-handicap players, possibly guests attending a nearby wedding.

We did not encounter an Ambassador until 5:01 PM, when Kobe approached us to check if everything was going well. We appreciated the courtesy check-in and indicated that everything was fine at that point.

The only significant delay occurred at Hole 10, where a combination of the slow group and another group playing through resulted in a noticeable bottleneck. We caught up to the slower group again on the 12th tee, where they courteously allowed us to play through.

At 6:14 PM, we saw Gary, another Ambassador, who apologized for the earlier delays. He explained that the staff had made efforts to move the slow group along and was transparent about the situation. His proactive communication was appreciated and demonstrated solid guest service. Despite the delays, we still completed the round in 4:11 hours, which was reasonable given the course traffic and holiday weekend conditions.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
Tee Off Time	3:35	3:49	4:06	4:26	4:38	4:49	5:00	5:13	5:28	5:51	6:01	6:14	6:22	6:37	6:49	7:03	7:17	7:32			
	Front 9 time						2:06			Back 9 time						1:55	Finish	7:46			
										Total Time							4:11				
																				Finish	7:46

Beverage Cart

We only saw Becky with the beverage cart once the whole day. On a hot Saturday, that was a lost opportunity for considerable revenue especially when you can't bring your own cooler on the course (Even though we did). She did not seem excited about her job and was moving at a slow pace. I inquired to see if she was OK and she said yes, but was not enthusiastic about the work.

Each of the water stations had cold water for consumption. Sign was missing on #6. In the summer months you might consider putting a water cooler on the back of the Ambassadors cart so that players can hydrate out on the course if they haven't brought enough water. Additionally, players stopping to talk to an Ambassador with water also increased the ability to discuss pace of play and what the Ambassadors are doing to speed things up.



Miscellaneous

After the round finished at 7:46 we drove the cart back to our car and started unloading our clubs. A female staff member came out and quickly asked if we were done with our cart and when we said yes, she drove it back to the cart return. I purposely left a pair of sunglasses in a case with my phone number in the front glove box of the cart.

At 7:59 on Saturday night I had not heard from anyone and I called the Pro Shop to see if anybody had found my glasses. I described the case and Kobe found them and told me that the shop will be open until 8:30 to pick them up. When I picked them up, I pointed out that because I'm old and forgetful my number was on the inside of the case and he indicated that he never thought of looking there. Staff should be trained that as soon as something enters lost and found they should see if it has a number, name or find out what cart it came from. This is especially important in an establishment like The Pub, where there could be numerous people from out of town and out of state attending a wedding or meeting. Returning items after the person leaves is time consuming, costly and aggravating

Summary

While some of the observations noted in this report may appear minor, our evaluation process begins with the expectation of five-star service and works downward. As the saying goes, it's often the smallest details that separate the best from the rest.

We recognize that some policies and procedures may be shaped by the resort-style nature of the facility, and our suggestions do not necessarily account for those internal considerations. Overall, Bushwood Golf & Resort delivers a highly enjoyable golf experience at a competitive price point. From the initial reservation process through to the final tap-in on the 18th green, the property provided a strong showing across all key service areas.

Our assessment reflects conditions observed on the day of play and does not account for any weather-related challenges in prior weeks or months. In general, the course was in good condition, with the back nine in significantly better shape than the front. The greens were outstanding—smooth, true, and a pleasure to play.

While the front-nine fairways had some rough patches and areas of weed growth, these issues were mostly localized and avoidable, allowing for good playability with minor ball adjustments. The back-nine fairways were in notably better shape and provided excellent lies throughout.

The tee boxes on the front nine showed the most visible wear, with several areas lacking turf entirely, especially around the edges. These conditions impacted both aesthetics and functionality, particularly when tee markers were placed in the most worn sections.

Despite these isolated issues, Bushwood maintains a high standard and presents a solid value proposition for both local and visiting golfers.

Reservations	5
Arrival	5
Bag Drop	5
Clubhouse	5
Clubhouse Bathrooms	4
Pro Shop	5
Starter	5
Course	4.3
Bathrooms	5
Beverage Cart	0
Pace of Play	4.5

