

# Rockwind Community Links

Andy Staples, ASGCA  
J.J. Murphy, City of Hobbs, N.M.

**USGA**®



TM

# COMMUNITY LINKS

Creative thinking about the role of a  
golf course



**ROCKWIND**  
**COMMUNITY LINKS**

# Agenda

- Conception
- Team
- Budget
- Design
- Construction
- Results



# ROCKWIND'S OBJECTIVES

- Grow the Game
- Increase Quality of Life
- An amenity for their citizens
- A place for families, youth
- “How golf should be played”

ROCKWIND  
COMMUNITY LINKS

HOBBS, NEW MEXICO

EST. 1947

Designed By Andy Staples Golf Architect  
Scottsdale, Arizona, USA

2014



CARD OF THE COURSE

NO.	NAME	TYPE	PAR
1	1ST HOLE	PAR 3	3
2	2ND HOLE	PAR 4	4
3	3RD HOLE	PAR 5	5
4	4TH HOLE	PAR 4	4
5	5TH HOLE	PAR 3	3
6	6TH HOLE	PAR 4	4
7	7TH HOLE	PAR 5	5
8	8TH HOLE	PAR 4	4
9	9TH HOLE	PAR 3	3
10	10TH HOLE	PAR 4	4
11	11TH HOLE	PAR 5	5
12	12TH HOLE	PAR 4	4
13	13TH HOLE	PAR 3	3
14	14TH HOLE	PAR 4	4
15	15TH HOLE	PAR 5	5
16	16TH HOLE	PAR 4	4
17	17TH HOLE	PAR 3	3
18	18TH HOLE	PAR 4	4
19	19TH HOLE	PAR 5	5
20	20TH HOLE	PAR 4	4
21	21ST HOLE	PAR 3	3
22	22ND HOLE	PAR 4	4
23	23RD HOLE	PAR 5	5
24	24TH HOLE	PAR 4	4
25	25TH HOLE	PAR 3	3
26	26TH HOLE	PAR 4	4
27	27TH HOLE	PAR 5	5
28	28TH HOLE	PAR 4	4
29	29TH HOLE	PAR 3	3
30	30TH HOLE	PAR 4	4
31	31ST HOLE	PAR 5	5
32	32ND HOLE	PAR 4	4
33	33RD HOLE	PAR 3	3
34	34TH HOLE	PAR 4	4
35	35TH HOLE	PAR 5	5
36	36TH HOLE	PAR 4	4
37	37TH HOLE	PAR 3	3
38	38TH HOLE	PAR 4	4
39	39TH HOLE	PAR 5	5
40	40TH HOLE	PAR 4	4
41	41ST HOLE	PAR 3	3
42	42ND HOLE	PAR 4	4
43	43RD HOLE	PAR 5	5
44	44TH HOLE	PAR 4	4
45	45TH HOLE	PAR 3	3
46	46TH HOLE	PAR 4	4
47	47TH HOLE	PAR 5	5
48	48TH HOLE	PAR 4	4
49	49TH HOLE	PAR 3	3
50	50TH HOLE	PAR 4	4
51	51ST HOLE	PAR 5	5
52	52ND HOLE	PAR 4	4
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57	57TH HOLE	PAR 3	3
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62	62ND HOLE	PAR 4	4
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64	64TH HOLE	PAR 4	4
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67	67TH HOLE	PAR 5	5
68	68TH HOLE	PAR 4	4
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70	70TH HOLE	PAR 4	4
71	71ST HOLE	PAR 5	5
72	72ND HOLE	PAR 4	4
73	73RD HOLE	PAR 3	3
74	74TH HOLE	PAR 4	4
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78	78TH HOLE	PAR 4	4
79	79TH HOLE	PAR 5	5
80	80TH HOLE	PAR 4	4
81	81ST HOLE	PAR 3	3
82	82ND HOLE	PAR 4	4
83	83RD HOLE	PAR 5	5
84	84TH HOLE	PAR 4	4
85	85TH HOLE	PAR 3	3
86	86TH HOLE	PAR 4	4
87	87TH HOLE	PAR 5	5
88	88TH HOLE	PAR 4	4
89	89TH HOLE	PAR 3	3
90	90TH HOLE	PAR 4	4
91	91ST HOLE	PAR 5	5
92	92ND HOLE	PAR 4	4
93	93RD HOLE	PAR 3	3
94	94TH HOLE	PAR 4	4
95	95TH HOLE	PAR 5	5
96	96TH HOLE	PAR 4	4
97	97TH HOLE	PAR 3	3
98	98TH HOLE	PAR 4	4
99	99TH HOLE	PAR 5	5
100	100TH HOLE	PAR 4	4

# Hobbs City Commission



# Conception





# Increase the Quality of Life in Hobbs

Veteran's Memorial Complex



Health Wellness Learning Center

# Linking of community

- Engagement goals
  - What the public wanted
  - Public involvement in process
  - Golfers and Non-Golfers
  - Trail
  - Increase participation
  - Increase enjoyment
  - ROI not always about \$\$



# Our Team

- **City Staff and Golf Staff** - consisted of long-time employees, as well as new additions to fulfill the vision
- **Golf Committee** – 12 avid golfers and advocate residents to be the voice of the community in the development process
- The local team selected **Andy Staples Golf Design** and Wadsworth Construction to lead them to their new municipal course.

# Our hypothesis...

## **Community Asset = Success**

- GOLFERS & NON-GOLFERS
- QUALITY OF LIFE
- PRIDE OF OWNERSHIP
- FAMILY VALUES







- We are now very much  
a sedentary culture.

# Park Prescriptions

HEALTHY **PARKS** • HEALTHY **PEOPLE**





# Budget

- Capital Costs
- Operating Costs



# Capital

Rockwind Clubhouse	\$3,048,815.05
Rockwind Golf Course	\$11,898,280.90
Rockwind Trail	\$1,502,322.24
Renovation for Rockwind Grill	\$274,092.53
Furniture & Equipment	\$96,266.99
<b>Total Investment</b>	<b>\$16,819,777.71</b>

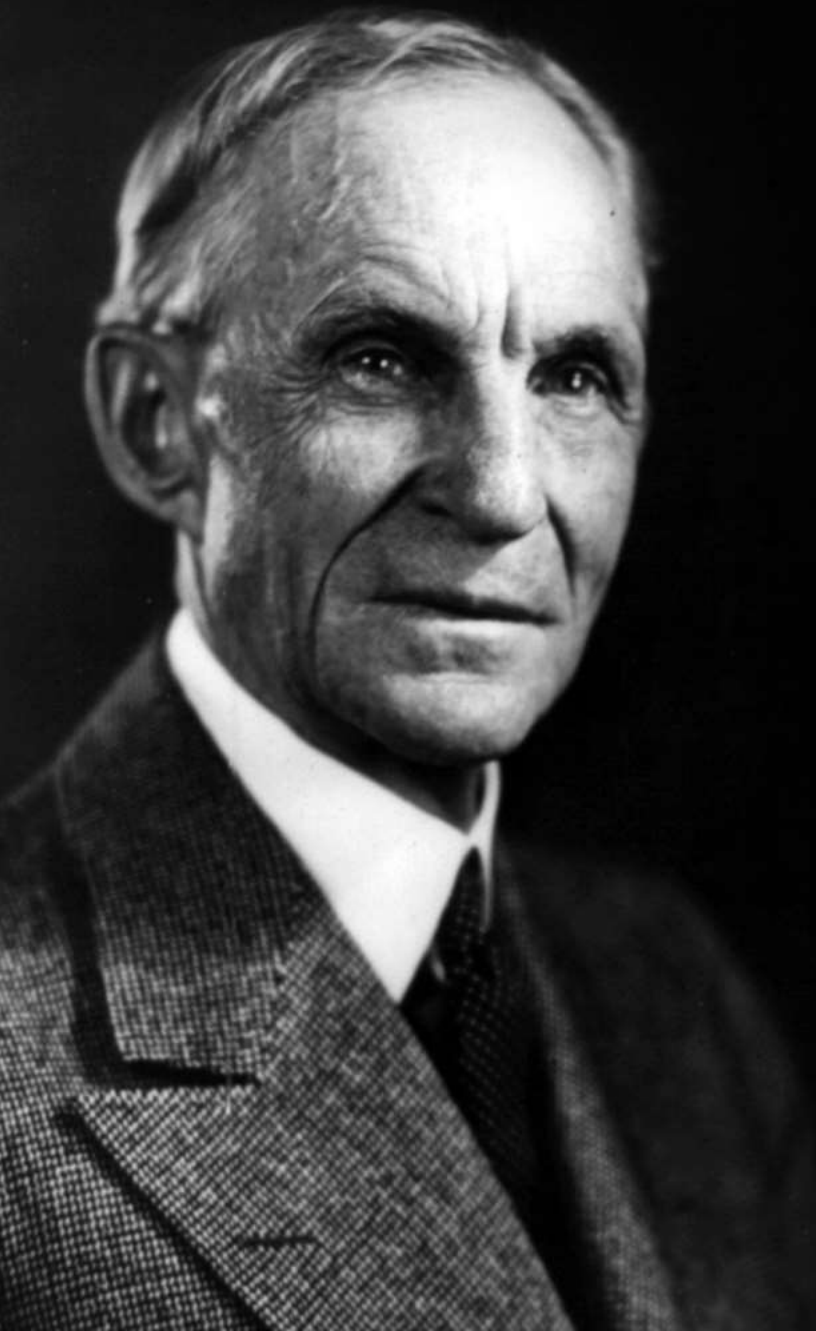
# Active Operating Budget FY 2016

- Salary & Benefits           \$1,343,334.25
- Operations                   \$1,652,239.51
- Cap-out                      \$488,794.93



# Design & Construction





“If I had asked  
people what they  
wanted, they would  
have said faster  
horses.”

- Henry Ford







- We are now very much  
a sedentary culture.

# Park Prescriptions

HEALTHY **PARKS** • HEALTHY **PEOPLE**













Golf Course Site























































**The First Tee**  
The Five Core Values

- Respect:** The quality of being courteous and honoring dignity, your difference is a strength of your character. Being respectful means being kind, listening, and being fair.
- Responsibility:** Honoring the role of the individual in the community. Being responsible means being honest, taking ownership of your actions, and being accountable.
- Character:** The quality of being honest, fair, and having integrity. Being a person of character means being truthful, having integrity, and being a good role model.
- Teamwork:** The quality of working together to achieve a common goal. Being a team player means being supportive, sharing, and working together.
- Leadership:** The ability to inspire and guide others. Being a leader means being confident, taking initiative, and being a positive influence.

**The First Tee**  
The Code of Conduct

- RESPECT FOR OTHERS**
  - I will always treat others with respect and courtesy.
  - I will always be kind and fair to everyone.
  - I will always be honest and truthful.
  - I will always be a good role model.
  - I will always be a good listener.
  - I will always be a good team player.
  - I will always be a good friend.
  - I will always be a good neighbor.
  - I will always be a good citizen.
  - I will always be a good person.
- RESPECT FOR THE COURSE**
  - I will always be respectful of the course and its surroundings.
  - I will always be a good role model on the course.
  - I will always be a good listener on the course.
  - I will always be a good team player on the course.
  - I will always be a good friend on the course.
  - I will always be a good neighbor on the course.
  - I will always be a good citizen on the course.
  - I will always be a good person on the course.
- RESPECT FOR THE RULES**
  - I will always follow the rules of the game.
  - I will always be a good role model when playing.
  - I will always be a good listener when playing.
  - I will always be a good team player when playing.
  - I will always be a good friend when playing.
  - I will always be a good neighbor when playing.
  - I will always be a good citizen when playing.
  - I will always be a good person when playing.















HOLE	1	2	3	4	5	6	7	8	9	OUT		10	11	12	13	14	15	16	17	18	IN	TOT	HCP	NET
GOLD	417	423	177	561	581	457	398	203	432	3649		164	409	443	402	573	245	484	143	591	3054	7103		
BLACK	397	395	156	521	547	443	375	186	411	3431		131	394	420	376	526	225	466	122	525	3085	6616		
GREEN	357	364	137	491	530	396	330	167	363	3135		117	367	378	329	492	200	421	120	456	2080	6015		
ORANGE	323	316	106	451	472	378	295	151	325	2817		107	325	338	288	438	149	374	111	399	2029	5347		
TURQUOISE	241	234	87	330	353	254	217	97	247	2061		88	259	263	221	346	116	319	79	350	2041	4102		
MEN'S HCP	14	4	18	2	10	6	8	16	12			15	5	3	17	7	1	13	11	9				
PAR	4	4	3	5	5	4	4	3	4	36		3	4	4	4	5	3	5	3	5	36	72		
WOMEN'S HCP	13	11	17	1	3	5	9	15	7			18	14	4	16	2	8	10	12	6				06/15

SCORER

ATTEST

DATE

















1.5  
mi







ROCKWIND COMMUNITY LINKS  
HOBBS, NEW MEXICO

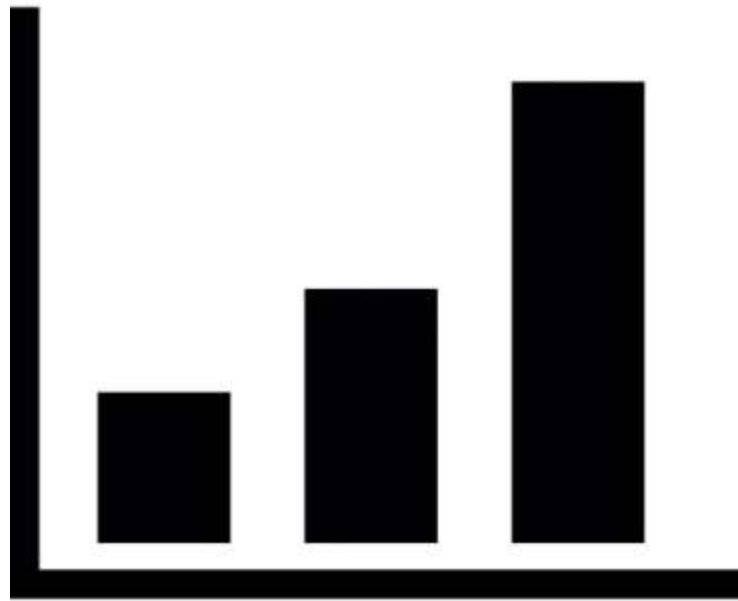
## ADA ACCESSIBILITY MAP

NOT TO SCALE



# Results

## Old versus New







An aerial photograph of a golf course. In the foreground, a large green is visible with a sand trap to its left and another to its right. A flag is planted in the center of the green. In the background, a winding pond is bordered by a line of tall, dark green trees. The sky is clear and blue.

From 2008-2013:  
**17,000 rounds/yr ave.**

On track to reach  
**30,000 rounds in 1<sup>st</sup> year**





**Executive/Par 3,  
9-hole course**

- \* \$6/round for adults,  
kids play FREE
- \* Bring 3 kids and  
adult plays FREE





## Youth Golf

- \* First Tee Program

In 13 elementary schools, the Boys & Girls Club and the Hobbs Teen Center

- \* The home course of the local high school, junior college and university golf teams

**The Rockwind  
Golf Shop**  
sells an average  
of **\$13/round**  
in merchandise,  
as compared to  
the national  
average of  
\$5-\$6/round.







## Building Social Circles

- Ladies Night, Couples Night, Glow Golf, Parent/Child Tourneys, Obstacle Course Tournaments

# Rockwind Grille

## A Site for Community Social Engagements



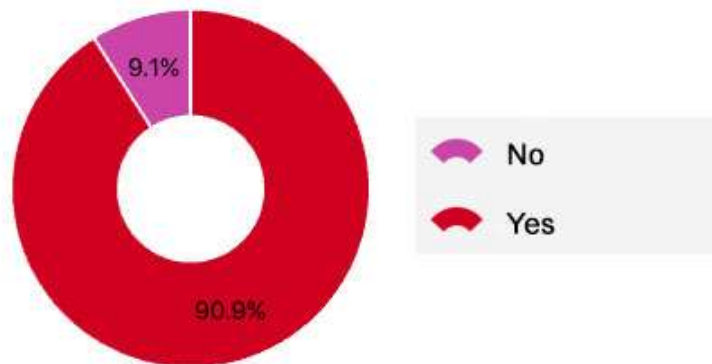


# ROCKWIND RESULTS

Golfers: When asked how their Participation has changed

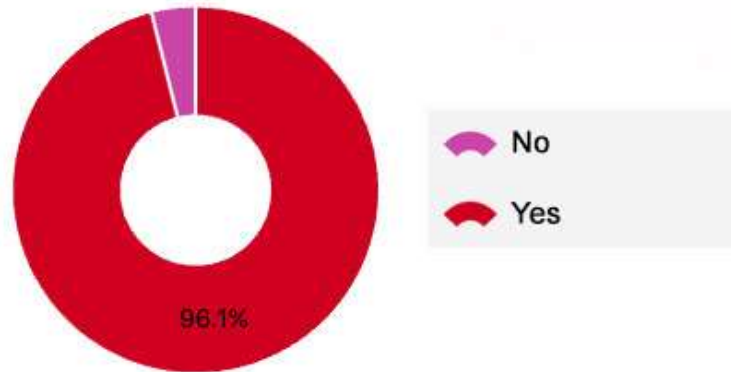


Non-golfers: When asked if they're more likely to try Golf

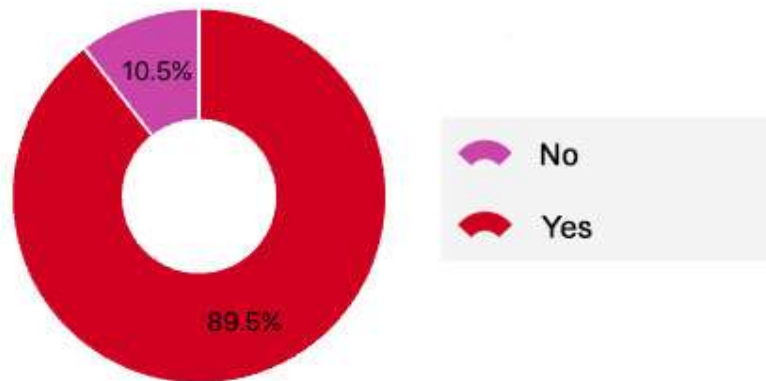


# ROCKWIND RESULTS

Golfers with Kids: When asked if they're *more* likely to bring them



Non-golfers with Kids: When asked if they're *more* likely to bring them





# ROCKWIND RESULTS

Golfers: When asked to rate the Trails and Community Space

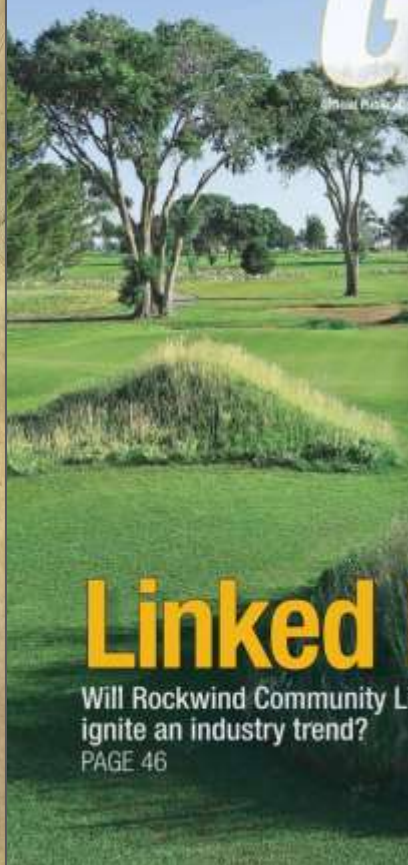


Non-golfers: When asked how Happy they are with the City's decision to Invest in the Facility



INSIDE: DIY golf course renovations PAGE 56

# GCM



## Linked

Will Rockwind Community L  
ignite an industry trend?  
PAGE 46

HOBBS, NEW MEX

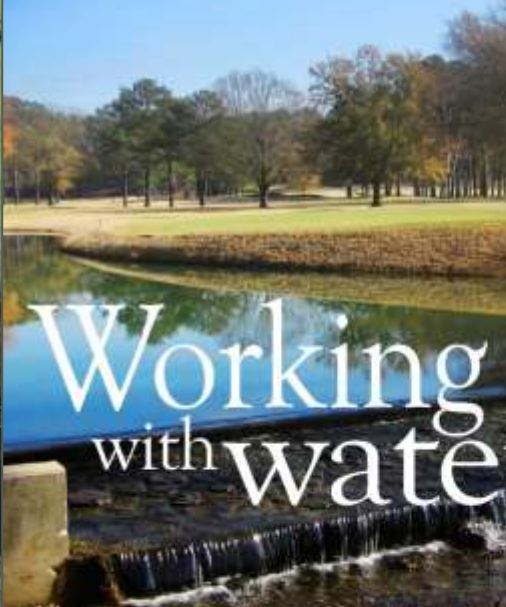
EST 1947

Renovation Plan by Andy Staples, Golf  
Scottsdale, Arizona USA  
2014

Issue 18 | Spring 2014

## BY DESIGN

Excellence in Golf Design from the American Society of Golf Designers



## Working with water

Also: Golf Industry Show • International design • Alternative uses • Pace of play • Education

# Golf Digest

**1** MOVE  
TO BETTER GOLF  
BY MICHAEL BREED

GOLFERS  
WHO GIVE BACK  
2013

## STEPHEN CURRY

TOP 100  
RANKING OF PRO ATHLETES



PHOTO: MICHAEL BREED

0 100 200 300

### CARD OF THE COURSE

	PAR	GREEN	CLUB	SCORE	TIME
1	3.4	351	280	201	30
2	3.4	351	280	201	30
3	3.4	351	280	201	30
4	3.4	351	280	201	30
5	3.4	351	280	201	30
6	3.4	351	280	201	30
7	3.4	351	280	201	30
8	3.4	351	280	201	30
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97	3.4	351	280	201	30
98	3.4	351	280	201	30
99	3.4	351	280	201	30
100	3.4	351	280	201	30



A photograph of a family of four on a golf course. A woman in a yellow shirt and khaki shorts stands on the left, holding a golf flag on a pole. A man in a dark polo shirt and shorts stands next to her. Two young children are in the foreground, one holding a golf club. They are on a green with a sand trap and trees in the background under a clear blue sky.

# QUESTIONS?

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# Thank you

