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****Press Release****

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FOR IMMEDIATE RELEASE: Big River Golf Course Implements Online Tee Times and GPS Technology

Umatilla, OR- JULY 03, 2024— Big River Golf Course is thrilled to introduce online tee times, a convenient solution that allows golfers to plan their rounds and secure their preferred playing times. This system, while maintaining the walk-in option for spontaneous play, offers significant relief for individuals with busy schedules or those on the go, eliminating the stress of last-minute arrangements.

The online tee time system will provide the following:

- Golfers with a clear view of available days and times.
- Scheduled events.
- Allowing for better planning.

Here's how it works: annual course members can book tee times up to 45 days in advance, while other patrons can make reservations up to 30 days in advance. This system is accessible from any computer or smart device, eliminating the need to call the pro shop and significantly speeding up the booking process. Simply visit our website, select your desired date and time, and you're all set for a great round of golf.

The user-friendly nature of the online reservation system ensures ease of use for those familiar with booking tee times online and simplicity for newcomers. The GPS technology will enable staff to monitor on-course play accurately from the pro shop, providing real-time estimates on the pace of play and addressing any slowdowns promptly. This system will enhance the marshaling of golfers, identifying slow play, gaps between groups, and other on-course issues, ensuring an enjoyable experience for all.

Alongside online bookings, the course is implementing advanced GPS technology to enhance on-course play management from the pro shop. A key feature of this technology is geofencing, a proactive measure that uses customized geofences and templates to alert players and log data upon breach, ensuring a secure and well-monitored experience. Staff will have a real-time view of golfers and the pace of play, enabling them to handle any on-course issues instantly, providing a sense of security for all golfers.

The online tee time and GPS monitoring systems went live on July 01, coinciding with a newly built putting green opening. To celebrate, Big River Golf Course offers half-price rounds for reservations booked on or before July 14 or a \$10 book money credit for annual members who book online. This incentive is available for the first two weeks, with a limit of two discounts per golfer. Additionally, six new electric carts enhance the fleet, and new logo apparel is available in the pro shop. The pro shop staff will also be easily recognizable in their new uniforms.

"The City of Umatilla is highly invested in Big River Golf Course and is committed to making it an asset that is enjoyable for golfers of all ages and abilities. Considerable improvements have been made to the irrigation system, equipment upgrades, a new cart fleet, additional cart storage sheds, and increased staffing levels. The City is dedicated to continuing these enhancements, making the course a source of pride for community members and guests alike." stated Megan Olsen, Golf Course Administrative Supervisor.

The online tee time system will be straightforward, even simpler than booking a hotel or other online reservations. For those experiencing difficulties, the pro shop staff will be available to assist with phone bookings, in-person reservations, or help with learning the online system. Walk-in slots will also be available throughout the day for those without reservations.

For more information, visit www.bigrivergolfcourse.org. To book your next tee time, visit <https://bigrivergolfcourse.org/book-a-tee-time/> or contact the golf course at (541) 922-3006.

About Big River Golf Course

Located in Umatilla, Oregon, Big River Golf Course offers an 18-hole municipal course with stunning views of the Columbia River and McNary Dam. Spanning over 100 acres, our par 70 layout features four par 5s, eight par 4s, and six par 3s, providing a challenging yet enjoyable experience for golfers of all abilities.

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