



**FIRST GALENA**

GOLF PERFORMANCE STUDIOS

*Built Better, Built Faster*

# FEQUENTLY ASKED QUESTIONS

## What is the purpose of a golf performance studio?

Almost all the top teaching professionals are using some sort of technology to teach and that is why you are seeing golf studios be built all over the world. Golf performance studios work perfectly to house all the latest technology in a safe climate controlled facility, so that instructors can give state of the art lessons at any time or day of the year.

We are firm believers that Instructors are better teachers and students are better learners when lessons are done in a controlled environment. The technology in a golf performance studio give the instructor all the data they need at their fingertips to improve their students quickly and efficiently. Students see the feedback from the technology and can understand their faults and why they need to fix them.

Golf performance studios are not only used for golf instruction, but they can also be used for club fitting, simulated golf and practice sessions. Our studios are ideal for teaching professionals, golf facility owners, and college golf teams. They can even go in the back yard of an avid golfer.

## Why is it important for a golf performance studio to be mobile?

First Galena Golf Performance Studios are built with a trailer integrated into the floor system to allow the studio to be mobile. Depending on how you choose to set the studio on your property, the studio may be able to be considered personal property. Having the studio defined as personal property allows for tax advantages, and could also help to avoid possible building and zoning restrictions some facilities may have.

Other advantages of having a mobile studio is having the option to sell, expand, or move in the future. Teaching pros can now purchase a studio and not have to worry about the golf facility they are at changing ownership and losing out on their investment. Our mobile studios can be moved from facility to facility or from one side of the range to the other.

Mobility is key in today's golf world, and First Galena Golf Performance Studios give you that flexibility!

## What kind of revenue can a golf performance studio produce?

Every location is going to vary with different business formats, however, below is a range of what we feel a studio can do if it is open from 8 am to 8 pm during the week and 8 am to 4 pm on the weekends. This gives the facility 76 hours or 228 twenty-minute time slots a week to be used for teaching, club fitting, practice sessions, and golf simulation leagues.

### Single Bay Facility Revenue Projections:

---

#### Lessons

8 - 12 (20 min.) lessons per day

\$20 - \$40 per (20 min.) lesson

Lesson revenue per year =  
Approx. \$50,000 - \$160,000

#### Club Fittings

3 (1 hr.) fitting per week

\$50 - \$100 per (1 hr.) fitting

Club fitting revenue per year =  
Approx. \$7,000 - \$15,000

\*Additional revenue can be made from equipment sales

#### Practice Sessions

8 - 12 (20 min.) practice sessions per day

\$5 - \$10 per (20 min.) practice session

Practice session revenue per year =  
Approx. \$13,000 - \$40,000

#### Simulation Leagues

4 (3 month / 12 night) leagues per year.

12 players per league (4 hr. time slot per week)

\$75 per player (\$15 goes towards prize money)

League revenue per year =  
Approx. \$2,880

\*Additional revenue can be made from food & beverage sales

**Total yearly revenue based on a single bay facility** using 58% - 83% of its available time slots ranges from \$72,880 - \$217,880.

### Double Bay Facility:

---

The revenue numbers for a double bay facility will double what the single bay facility produces if your market and business format allows for it. The overhead on a double bay facility is not very much more than a single bay so even if the numbers don't double there should be additional revenue to be made. The second hitting bay gives you the added advantage of having a lot more flexibility for scheduling.

**Total yearly revenue based on a double bay facility** using 58% - 83% of its available time slots ranges from \$145,760 - \$435,760.

## What expenses do I have with a golf performance studio?

**Electricity** – Our studios are all electric. The single bay studios have a PTAC unit for the heat & AC, and the double bay studios use a ductless mini split system. Electric ceiling mounted heaters can also be installed for hitting outside when the doors are open in cold conditions. Electricity costs are going to vary from climate to climate and season to season, but they should range between \$50 - \$100 per month.

**Internet** – Almost all the new technology needs internet to work correctly. High speed internet is almost mandatory. May be able to use internet from another building on the facility, or may have to get separate internet. Internet packages are around \$50 per month.

**Insurance** – Protecting your investment is important. Both the studio and its equipment should be insured. Monthly insurance rates range from \$60 - \$150 depending on if it is a single bay or double bay and the amount of equipment you have in the studio.

**Advertising** – With today's social media world it doesn't take long to get your name out there at an affordable price, but you should have a good website. A website that allows your clients to book online would be ideal. We recommend figuring around a \$150 per month on advertising.

**Maintenance** – There shouldn't be a whole lot of maintenance that needs to be done with our studios. The exterior is virtually maintenance free except for the landscaping around the studio. The hitting mats and nets will eventually need to be replaced over time and you should budget to upgrade your technology every few years to stay up with your competition. We recommend budgeting \$100 a month.

**Golf Professional Rate** – If you plan on hiring a golf professional to help teach and run the golf studio then you will more than likely need to pay them between 75% - 90% of each lesson they teach. Paying them an hourly wage or salary might be another option.

**Land Lease** – If you are a golf instructor looking to setup a golf performance studio on a golf course, you may get asked to lease the land it sits on. Most courses probably won't charge anything or very little knowing that the golf performance studio is going to be an added benefit to their members and facility.

## What do we need to do to prepare for delivery of the golf performance studio?

The golf performance studio will be delivered with a toter truck. A clear path will need to be made to move the studio into place. All obstacles will need to be moved out of the way. May need to smooth out any steep inclines or declines.

Standard setup would be to block to the ground, level the studio, skirt the bottom, and build stairs to the doors. If you want to avoid stairs the studios can be recessed into the ground to give a more conventional look. This would require some excavation work. We can provide plans and guidance to help with this type of setup.

Power should be trenched to the site location before delivery so that we can hookup the power and check everything after setup.

If your studio has a bathroom, you will need to run the water and sewer line to the site location and have a plumber make final connections.

### Can I provide my own equipment?

Yes, we realize that you may already have some equipment or have a connection on buying the equipment elsewhere. We just need to know what type of equipment you are using so that we can install the conduit in the correct locations. Keep in mind that when you purchase equipment from us we will have everything installed when we leave your job site after delivery. When purchasing your own equipment, you may want us to run the cabling if you don't feel comfortable fishing the cables through the conduit on site. We will do as little or as much as you want us to do.

### Can I customize my studio?

Yes, every studio can be customized on the inside and outside.

### How do I get started?

We first need to discuss where the golf performance studio is going to be setup to make sure we can get your studio into your desired location. We can use google earth and photos to determine if it will work. Then we will need you to agree to our consulting fee agreement which will include a site visit, conceptual drawings, firm pricing and any necessary information you may need to get final approval to build. Once the consulting fee agreement is completed we will be ready to sign off and build your golf performance studio.

FIRST GALENA GOLF PERFORMANCE STUDIOS

---

**Nathan Studtmann**  
Cell: (815) 821-1342  
9332 US Hwy 20 W. Galena, IL 61036