



HJ0062

LRB100 12869 MST 26628 r

1 HOUSE JOINT RESOLUTION

2 WHEREAS, The Annbriar Golf Course in Waterloo, Gateway
3 National in Madison, Governors Run in Carlyle, Kokopelli in
4 Marion, Rend Lake Golf Resort in Whittington, Stone Creek Golf
5 Club in Urbana, and Stonewolf Golf Club in Fairview Heights
6 offer some of the most beautiful and captivating courses for
7 one to play golf on in the State of Illinois; and

8 WHEREAS, These seven courses currently operate as
9 independent golfing destinations; if one wishes to visit each
10 course it would require separate dealings with all seven in
11 order to set up tee times and lodging; and

12 WHEREAS, Other states have linked their courses into a
13 "trail" to boost tourism and thus revenue; Alabama created the
14 highly successful Robert Trent Jones Trail; Iowa and Ohio have
15 also connected many of their golf courses and have seen
16 tremendous positive economic growth by doing so; and

17 WHEREAS, The success of linking golf courses into a
18 statewide golf trail is dependent upon ease of use; ultimately,
19 there should be one internet portal that would enable golfers
20 to reserve tee times and book lodging at all seven golf
21 courses; and

1 WHEREAS, Other states have already demonstrated that this
2 concept can be tremendously successful and similar results are
3 expected in Illinois; and

4 WHEREAS, Illinois State parks and lodges could utilize
5 additional revenue streams; the additional revenue could be
6 used for maintenance, repairs, and improvements or to enhance
7 the image and marketing of said facilities; therefore, be it

8 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE ONE
9 HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, THE SENATE
10 CONCURRING HEREIN, that the Illinois Office of Tourism is urged
11 to do a feasibility study on linking together the seven golf
12 courses stated above into the Abraham Lincoln Golf Trail
13 (ALGT); and be it further

14 RESOLVED, That the study should include, but not be limited
15 to, the following:

16 (1) electronic tee time scheduling - at the start this
17 could be an 800 number that golfers would call, but the
18 move to a fully-automated, electronic tee time scheduling
19 system should take place as soon as possible;

20 (2) automated lodging/hotel reservations - the
21 convenience of automated bookings and reservations
22 encourages usage;

23 (3) 24/7 customer service assistance - until the ALGT

1 had the ability to handle customer service itself, this
2 could be outsourced to a third party, which should have the
3 ability to schedule all tee times and make lodging
4 reservations at all courses that are part of the ALGT;

5 (4) ongoing training - customer service is the hallmark
6 of any successful organization; annual training for all
7 golf course staff is recommended;

8 (5) promotion - information about the trail can be
9 disseminated at the individual courses, advertisements on
10 the website, and paid advertising space;

11 (6) public relations "buzz" and "word of mouth"; and

12 (7) licensing merchandise - merchandise with a logo is
13 a natural for all member pro shops; and be it further

14 RESOLVED, That the seven courses listed above would be
15 considered phase one of the ALGT; as the trail becomes
16 operational, additional golf courses in central and northern
17 Illinois could be added; and be it further

18 RESOLVED, That the study is requested to be completed by
19 December 31, 2018; and be it further

20 RESOLVED, That a suitable copy of this resolution be
21 delivered to the Illinois Office of Tourism.