

# Century Golf

In 2014, the Enterprise issued a Request for Proposal to golf management companies soliciting bids to manage the Talking Stick Golf Club. The golf management companies that responded included Troon Golf and Century Golf Partners/Arnold Palmer Golf Management ("Century Golf"). Century Golf was selected effective October 1, 2014, replacing Troon Golf. Century Golf is the current manager of Talking Stick Golf Club's two 18-hole golf courses, the Wildhorse Grille and employs a staff of 90 personnel.

The Enterprise wants patrons of the golf club to know that they are within the Salt River Pima-Maricopa Indian Community. The Enterprise directed Century Golf to increase Community and Native American employment; promote the Talking Stick brand; work closely with other Tribal enterprises and promote the culture and history of the Community.

**October of 2014, Century Golf begins managing the Talking Stick Golf Club.**



**In October 2014, the Talking Stick Golf Card is introduced. The Card promotes the Talking Stick Golf brand and the Community. Over 1,200 cards are sold annually.**

**In February 2015, Club staff & SRPMIC develop and install an historical and cultural aerial mural of the Community.**

**May 2015, a player development program is introduced as, "Learn, Practice and Play" with approximately 420 participants paying a monthly fee.**



**Native American employment at the Club is approximately 12%, with an increase of Community Members from zero to eight. The Club is active with the SRPMIC Day Labor Program and makes Community Member employment a top priority.**



**In May 2016, through a cultural initiative Community Members were asked to rename the two courses. Winners were O'odham Course for the North and Piipaash Course for the South.**



**In January 2017, the new golf course names of O'odham and Piipaash are unveiled along with the new tee marker names that culturally represent significant items according to course location and language.**



**October 2017, the golf club reached an all time high of rounds played per year at 85,359, which is a 10.3% increase over Troon's highest total on record.**

