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LRB102 26835 MST 37857 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 golf in the State of Illinois; and

8 WHEREAS, These seven courses currently operate as  
9 independent golfing destinations; to visit each course,  
10 separate dealings with all seven are required in order to set  
11 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;  
19 ultimately, there should be one internet portal that would  
20 enable golfers to reserve tee times and book lodging at all  
21 seven golf courses; and

1           WHEREAS, Other states have already demonstrated that this  
2 concept can be tremendously successful, and similar results  
3 are 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 HUNDRED SECOND GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, THE  
10 SENATE CONCURRING HEREIN, that the Illinois Office of Tourism  
11 is urged to do a feasibility study on linking together the  
12 seven golf courses listed above into the Abraham Lincoln Golf  
13 Trail (ALGT); and be it further

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

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

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

23           (3) 24/7 customer service assistance, which, until the

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

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

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

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

12 (7) licensing merchandise, as merchandise with a logo  
13 is 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, 2023; and be it further

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