



Patron Information Packet





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To Our Belmont Patrons,

Our vision of changing a historic 18-hole facility to the facility we present today was admittedly a change from the norm. In creating a facility with multiple offerings for every level of golfer, our goal was to maintain the history of over a century of golf on A.W. Tillinghast's 1917 design, create a facility to meet modern golfers, and provide a community-centric place that supports every individual finding their connection to the game.

The reaction we have received from the community is truly amazing. From our Founder's Club members investing and trusting in what we would become even before our opening, to community and corporate partners, regulars, and families, we were able to provide over 24,000 rounds of golf in just seven months in 2021.

At Belmont, we are proud to be about more than just rounds. In 2021, over 550 area youth received our evidence-based First Tee programming, camps, and lessons at Belmont. We partnered with other youth-centric organizations like the Henrico Police Athletic League to provide the same curriculum and opportunity where it was not accessible previously. We proudly hosted multiple Henrico County High School golf matches and served multiple public and private schools in the area as their home for practice and competitions.

2021 was an incredible year made possible by so many, and we cannot thank everyone who has been a part of this. More importantly, we aren't resting on our laurels.

We continue to push our community focus into 2022 and seek to grow Belmont as a home, not just for golfers but also for every person in the community. We are focused on expanding our junior programming, providing a home for more organizations to host fundraisers and team-building outings, and expanding non-golf events in conjunction with Henrico County Recreation and Parks.

As you will see in our calendar of events in this packet, we are building more opportunities for all members of our community. Our team will continue to build upon all we've learned to provide the best to our community.

We are excited for an impactful 2022. Thank you for supporting First Tee - Greater Richmond through your time spent at Belmont and helping us strengthen the character of our community. Our team is here if you ever need assistance or have questions.

Mark J. Lynch, PGA
Vice President of Golf Operations



History of Belmont Golf Course

Belmont was built by golf course architect A.W. Tillinghast in 1917, as Hermitage Country Club moved to the Lakeside neighborhood.

As one of Tillinghast's earlier designs, the World Golf Hall of Fame inductee would continue to design San Francisco Golf Club, Winged Foot Golf Club, Southward Ho, and Bethpage Black, among other notable courses.

Tillinghast admitted that the property was a little small but still laid out a challenging track that took advantage of the property's meandering streams. In a letter from 1916, Tillinghast wrote of his impressions of the property: "Golf should be a pleasure, not a penance, and this thought will be uppermost in the building of the course for the Hermitage Country Club. It has been my pleasure to design a number of Southern courses, and without exception, the features on this tract are far more pleasing and interesting than any I have encountered below the Mason-Dixon line."



A. W. Tillinghast (in khaki), golf architect, and C. W. Locker, chairman of the Golf Committee of the Hermitage Country Club, snapped at work on the club's new course, which gives promise of being the finest in the South.

In 1921, Donald Ross visited the course to oversee the transition from sand to Bermuda grass greens, setting forth a tradition whereby Hall of Fame members would impact the property.

Shortly after World War II, Hermitage organized the Richmond Open in Nov. 1945, which saw Ben Hogan win on a layout that saw the course's nines reversed.



The Richmond Open helped set the stage for the course hosting the 1949 PGA Championship. Several Hall of Famers competed in the match-play event, including Gene Sarazen and the eventual winner, Virginia's own Sam Snead.

By 1977, Hermitage moved out west to Goochland County, where it remains today. The course transferred ownership to Henrico County, where it was renamed Belmont Park and became one of Richmond's only public golf facilities.

Annual rounds on the 18-hole layout peaked in 1992 at 55,000.

Over time, however, as the number of rounds decreased and the cost of maintenance for the course increased, Henrico County began exploring non-golf plans for the property. The response from the



community was clear – it wanted Belmont to remain a golf course. In 2019, a formal proposal process sought a third-party partner to operate Belmont as a golf facility. In addition to possessing golf operations expertise, the ideal partner would share Henrico's vision for seeing Belmont used by a more significant portion of the local population, including a focus on youth and community organizations.



In 2020, First Tee – Greater Richmond partnered with Love Golf Design - co-founded by World Golf Hall of Famer Davis Love III - to transform the historic 18-hole course into a modern golf facility. Love Golf Design studied the original drawings of the then Hermitage Golf Course to truly restore hole Nos. 7 – 18 for the 12-hole course. Love Golf Design restored 10 of the 12 original green complexes to their original shape and layout.

Additionally, Love Golf Design continued to pay tribute to Tillinghast on Belmont's par-3 course, Little Bell. All six greens on the short course feature Tillinghast template-holes (Nos. 1, 2, 4, 6) or feature greens native to the original Belmont layout (Nos. 3, 5).

On May 24, 2021, Belmont celebrated its reopening after the 17-month restoration and reimagination, featuring inaugural tee shots from First Tee - Greater Richmond participants under Love's guidance. Five days later, on May 29, Belmont formally reopened to public play, with over 24,000 rounds played over seven months in 2021.





Our Facilities

Belmont – Our 12-hole course can be played from five different tees, ranging from 3,020 to 4,345 yards. The layout has back-to-back Par 5's, two Par 3's, eight challenging Par 4's, and 64 bunkers to test any player's game. Our 12-hole course is rated to post holes 1-9 for a 9-hole round in the World Golf Handicap System. Combining the 12-hole course with a round on Little Bell, you can post a USGA-rated 18-hole, par-66 round. The pace of play on Belmont is 2 hours and 40 minutes.



Little Bell - Little Bell is our 6-hole, par-3 course designed to showcase several of A.W. Tillinghast's iconic par 3's. The scaled replicas start with his "Tiny Tim" design and wind through replicas from Southward Ho, San Francisco Golf Club, and even here at Belmont (old Nos. 4 and 5). Twenty-two bunkers protect the greens, presenting a challenge for golfers of all skill levels.





The Ringer - Our 18-hole putting course weaves across a near-acre of green, the largest in the state of Virginia. The reversible course, located next to the starter house, allows for differing looks for all players. The course covers more than 31,000 square feet and dips and rises over 12 feet. The Ringer is great for families, date nights, or settling a friendly competition after your time on Belmont or Little Bell.



Practice Facilities – The practice range offers a near-acre grass tee with practice stations for a course condition practice, offering the opportunity to work every facet of the game. We are working to install ten true-feel mats in 2022 to provide practice opportunities year-round. We offer two practice chipping greens, two practice putting greens, and three greenside practice bunkers. We ask you to utilize personal golf balls on these greens. Our wedge range provides six targets ranging from 50 -100 yards to dial in your scoring clubs. We ask you to utilize range balls in this part of the facility as the landing area is back into the driving range.





Pricing and Memberships

We will increase our rates on April 1, 2022, due to the overall increasing costs to provide our expected level of golf experience. We do not take rate changes lightly but are making these small changes to ensure we continually offer the best public golf facility in the area.

Greens Fees	Walking	Riding
Belmont Weekday	\$38	\$50
Belmont Weekend	\$45	\$58
Belmont Replay	\$25	\$30
Little Bell	\$12	
Belmont & Little Bell Weekday	\$48	\$60
Belmont & Little Bell Weekend	\$55	\$65
The Ringer	\$5	

Senior (60+)/Military/First Responder Greens Fees	Walking	Riding
Belmont Weekday	\$33	\$43
Belmont Weekend	\$40	\$53
Belmont Replay	\$22	\$27
Little Bell	\$8	-
Belmont & Little Bell Weekday	\$40	\$51
Belmont & Little Bell Weekend	\$49	\$56
The Ringer	\$4	-

Must show valid ID to receive discount

Junior Greens Fees	Walking	Riding
Belmont Weekday	\$19	\$25
Belmont Weekend	\$22.50	\$29
Belmont Replay	\$12.50	\$15
Little Bell	\$6	-
Belmont & Little Bell Weekday	\$24	\$30
Belmont & Little Bell Weekend	\$27.50	\$32.50
Ringer	Free!	-

***Must be 17 or under; riding pricing is available when accompanied by a licensed driver*

*Bagboy Push Carts are available to rent for \$5 and are included in riding rates for 18-hole play



Practice Balls (For Wedge range and practice range use only)

Basket Size	Number of Balls	Price
Small Baskets	35	\$7
Medium Baskets	70	\$11.50
Large Basket	95	\$14
X-Large Basket	125	\$16

Loyalty Card Level	Cost	Range Value
The Warmup	\$50	\$55
Grinding	\$100	\$115
Range Rat	\$250	\$300

Our range ball machine is equipped with a credit card reader for you to purchase your balls directly at the machine. You may purchase one of our loyalty programs from the Starter House and get extra value, all from the ease of your smart phone.

Membership Opportunities

Our membership opportunities are monthly and come with a \$100 initiation fee.

Starting March 1, 2022, we will offer the following memberships:

Full Facility Membership	Monthly
Adult	\$260
Senior, Military, First Responder	\$225
Junior	\$110

Golf Only Membership	Monthly
Adult	\$210
Senior, Military, First Responder	\$185
Junior	\$95

Full Facility Benefits

- Unlimited Practice Facility balls
- Unlimited greens fees on all three courses
- 10% discount on all purchases*
- USGA Handicap
- Personalized Bag Tag
- 25% off greens fees at the other First Tee - Greater Richmond Facilities
- Booking 14 days in advance
- Reduced price cart fees
- Reduced Event and League Fees
- Access to Member Only Events

Golf Only Benefits

- Unlimited green fees on all three courses
- 10% discount on all purchases*
- USGA Handicap
- Personalized Bag Tag
- 25% off greens fees at the other First Tee -Greater Richmond Facilities
- Booking 14 days in advance
- Reduced price cart fees
- Reduced Event and League Fees
- Access to Member Only Events

***Discount is not applicable to alcohol sales*



2022 Belmont Leagues

Tilly's 12 Tuesday Night League

Registration Begins: March 1, 2022

Season Duration: April 19 – June 28, 2022

Please join us for our "Tilly's 12" League running April 19 – June 28. The format consists of weekly head-to-head round-robin matches between teams of three to four players. Each team is scored based on the two net best-best balls. Each week, winning teams will receive 2 points. Ties earn 1 point for both teams and 0 pts for the losing team. No show teams will be assessed a -1 season point penalty. The League will culminate with a single-elimination playoff bracket leading to the championship on June 28. There will be opportunities to win weekly prizes. Free agents are welcome, and USGA handicaps are encouraged. Players without an active USGA handicap will play as scratch golfers.

Thursday Morning Senior Ladies League

Registration Begins: March 31, 2022

Season Duration: April 28 – September 29, 2022

We are excited to grow upon last year's Senior Ladies league this year. With feedback from ladies in the group, we have moved the League to Thursday mornings. The intention is to create a social loop to connect ladies throughout the area. Participants will have the opportunity to select playing 18-holes, 12-holes, or bring a few clubs and enjoy a round on Little Bell! Snacks, lunch, and drinks will be available for purchase on the patio following play.

Sunday Swings and Social

Registration Begins: April 3, 2022

Season Duration: May 15 - July 10, 2022

Please join us for our "Sunday Swings" league running May 15 through July 10. This bi-weekly social league for women will engage players of all skill levels to participate in a fun, social golf league. Bring your friends and play various games throughout our facility (Belmont, Little Bell, The Ringer) to win prizes, or just come out to meet new friends through golf! Various food and beverage specials will be offered to participants, so mark your calendars!



Belmont Recovery League

Season Duration: August 29 - October 24, 2022

Belmont is thrilled to partner with the Substance Abuse and Addiction Recovery Alliance of Virginia (SAARA) and launches the first-ever Belmont Recovery League. This year's League will serve as a three-month program where participants in various stages of recovery will receive instruction revolving around life skills that can translate to success on and off the course.

Attendees will be provided multiple resources and the opportunity to participate in on-site events with SAARA representatives. The League will meet once a month on the last Monday of the month. If you have questions about being involved in the program, don't hesitate to get in touch with Tim Faerber at tim@firstteerva.org.



2022 Belmont Events

Fore The Ladies

Registration Begins: Open!

Event Date: April 23, 2022

Fore the Ladies is coming to Richmond and chose Belmont to be the host site! FTL is a female-led non-profit organization with the intent to introduce more women to the game. The goal is to grow a network of women who want to experience the game together. The goal is to make the game more approachable while removing barriers such as intimidation and access. Join us for a clinic followed by a signature party on the patio! Sign up by visiting the [Fore The Ladies website](#).

Belmont Member/Guest

Registration Begins: April 25, 2022

When: June 11, 2022

We will host our inaugural Member Guest outing on June 11 to provide a fun and engaging event for our members and their friends. The competition will consist of 12 holes on Saturday morning, lunch, 12 holes in the afternoon, and capped by a patio party on Saturday night.

Glow Golf with Lie + Loft

Registration Begins: TBA

When: June 25, 2022

Ever wanted to play Belmont after dark? Now is your chance! Belmont is thrilled to partner with Lie + Loft for our first ever Glow Golf at Belmont event. Lie + Loft will be transforming Little Bell and three holes on Belmont into a unique, glow-in-the-dark experience never done previously at Belmont. Join us on June 25 to play nine holes utilizing industry-leading glow-in-dark gear and targets. Food and drinks will be available on-site, and stay tuned for further details on registration! For more information on Lie + Loft, check out their site [here](#).

Belmont/Lakeside "Tillinghast-Ross Cup"

Registration Begins: TBA

When: Fall 2022

With two great, historic golf courses across the street, we are excited to partner with Lakeside Park Club and offer a Ryder Cup-style event between the two courses. Members with a valid



handicap will be eligible to register for this unique opportunity to prove the best team in Lakeside! The format will vary between match play types and stay tuned for more information.

Belmont Open

Registration Begins: August 1, 2022

When: October 1-2, 2022

Belmont is excited to host our first club championship this year! On the weekend of October 1, we will be hosting a two-day championship and a banquet dinner. The flights will be based solely on handicaps, allowing male and female golfers to compete together. The format will be 18 holes on Saturday, followed by an 18-hole final round on Sunday. We look forward to crowning our club champions and stay tuned if you are out to test your game among the Belmont community.

The Penance

Registration begins: October 10, 2022

When: November 19, 2022

Tillinghast said, "Golf should be a pleasure, not a penance..." One time a year, we look to challenge this statement. Do you have what it takes to overcome the most demanding challenges our Superintendent can offer? There's only one way to find out, take part in The Penance on November 19, 2022. We all know there are some devilish pin positions already; our Super has been scheming for this opportunity, so prepare yourself! Stay tuned for more information as the event approaches.

**Additional events may be added throughout the year*



Amenities

Starter House: Our starter house offers more than just a check-in experience, it provides the best products from Titleist, TaylorMade, Bag Boy, Peter Millar, and more. Our offerings are focused on providing the best in golf to everyone in the game, and our professional staff will work with you to order custom items from any of our brand offerings.



Turn House: The epicenter of our food and beverage offerings, we focus on local partners' fast and delicious food offerings. The Turn House can also be used for walker check-in, as walkers can park in the upper lot, walk to the window, and head right to the first tee! The turn house operates on limited hours during the off-season and may close during inclement weather.



Player Development: Golf coaching is available from our PGA Professionals. Our team is focused on helping you find your connection to the game. We adapt our teaching to meet your learning methods and ensure you leave with how to continue to build on your process. Our offerings are focused on supervised practice, individual coaching, club fittings, or group clinics. Let us help you chase down your goals, whatever they may be.





Event Hosting

Belmont offers a unique experience for fundraising events and team outings. With three different courses, we present three different options to be more inclusive of people who may not have a golf background. Our facility is set to meet your goals to ensure we meet the intent of your outing, and we will help build a perfect event for you!

Facility Rentals				
			In Season Rental (1 Apr - 31 Oct)	Out of Season Rental (1 Nov - 31 Mar)
		Time Allocated		
Belmont (Course and Range)	M-Thurs	7:30 am to 1 pm	\$3,250	\$2,800
	Fri-Sun/Holiday	7:30 am to 1 pm	\$4,250	\$3,750
	M-Thurs	11:30 am - 5 pm	\$3,750	\$3,250
	Fri-Sun/Holiday	11:30 am - 5 pm	\$3,900	\$3,400
Little Bell and Ringer		4-Hour Rental	\$1,000	\$800
Ringer		Per Hour	\$120	\$100
Full Facility Rental	M-Thurs	6-Hour Rental	\$4,900	\$4,300
	Fri-Sun/Holiday	6-Hour Rental	\$5,800	\$5,250

To book an outing, please contact Mark Lynch, Vice President of Golf Operations, at mark@firstteerva.org.

We offer our corporate partners opportunities for team memberships, events, and branded products. For more information, please contact Kelly McAnally at kelly@firstteerva.org.



First Tee Programming

First Tee - Greater Richmond uses golf as the platform to strengthen the character of our community - teaching life lessons and leadership skills. Sessions include a fun, group setting for youth ages 4 to 18 regardless of background or previous experience. Teaming up with experts in positive youth development, First Tee helps youth become good golfers and better people. Through golf and First Tee Nine Core Values, participants learn life skills such as resolving conflicts, setting goals, and planning for the future. Participants progress through different levels by demonstrating life skills and golf skills and passing assessments.



First Tee Greater Richmond Impact	
Belmont Youth Served	650
Total Chapter Youth	1,079
Hours of Belmont Offerings	6,697
Hours of Chapter Offerings	16,360

Within Henrico County, **48 public elementary schools** expose their Physical Education classes to First Tee's evidence-based curriculum through the **Schools Program**. This program equips educators at elementary and middle schools with our curriculum built around golf while positively impacting kids through the game and its inherent ability to improve social-emotional learning (SEL) skills.

First Tee - Greater Richmond will also host Champions Days at Belmont for students nominated by their teachers and administration. Champions Days will allow students to apply their knowledge and showcase their skills learned through the Schools Program. Students will rotate through various stations, including a combination of golf skills, First Tee life skills



lessons, [STEM curriculum](#), and other educational categories as an exciting way to educate young people using the game of golf.

Program Testimonials

Our programs create a community and impact participants and everyone who may be involved.

"Belmont is an inviting and welcoming environment, not intimidating at all, which I feel like it reflects the identity of First Tee that golf should be more accessible and more welcoming for all people."

- Meg Lavinder, Ace Participant of First Tee - Greater Richmond

"I cannot tell you how happy it makes me that [my child] will be able to have these golf opportunities. We truly appreciate your support. [2020] has been a rough year at home, and golf has given us something to look forward to each week. It means so much for us for [my child] to have a place where he feels so comfortable and happy." - **Parent of Participant**

"Thank you for all you and what everyone did for [my child] this summer! We appreciate everyone going beyond what we would have thought possible. [My child] does genuinely want to golf every day! [My child] has told many people that he finally has found "his" sport. We look forward to continuing with First Tee after the summer ends." - **Parent of New Participant**



What do First Tee – Greater Richmond and Belmont combine to provide for the community?
The USGA illustrated how Belmont and our organization are creating entry points to the game for everyone: <https://www.youtube.com/watch?v=woTJKDkAPJg&t=1s>



Facility Policies

Pace of Play: Average pace of play for the Belmont 12-hole course is 2 hours and 40 minutes. We ask each group to keep pace with the group in front of them or allow faster groups to play through when possible. With many of our patrons new to the game, our staff is here to help teach some of this etiquette and ensure the overall enjoyment of the course for everyone. If you have questions, please ask any of our staff! During peak periods, golfers will be grouped together as necessary to maintain the pace of play. We ask you to maintain the group and not split up after a few holes if paired.

Conditions: We request golfers treat the course with respect for the course and for others who are playing behind you. Please fill divots in the fairways with provided sand, repair ball marks on the greens, and rake bunkers.

Cart Policy: All patrons driving a motorized golf cart must be licensed drivers and sign the Cart Agreement during check-in. Golf carts are only permitted on the Belmont 12-hole course as carts are not allowed on Little Bell or the practice facilities. At no time should a non-licensed driver operate the golf car. Negligent use of the golf cart may result in the driver being liable for damages to the cart.

Alcohol: Outside alcohol is prohibited on the premise per VABC laws. We have domestic and locally-crafted alcoholic beverage options available at the Starter House & the Turn House. If outside alcohol is found, the individual is subject to immediate removal from the facility.

Late Arrival Policy: Our tee times are spaced 12-minutes apart to ensure plenty of space between groups and promote a fluid pace of play. To help us maintain this experience, we ask patrons to arrive at the first tee five minutes before their start time to ensure a prompt start at their tee time. If you show up late for your tee time, we will fit you into the next available tee time. We will not squeeze into the tee sheet to ensure those booked at subsequent tee times can maintain their expected start and pace of play.

Cancellation and No-Show Policy: We understand life happens, and golf can often be the first thing sacrificed on the priority list. We ask for a 24-hour cancellation notice to open the tee time for other community members to utilize the tee time. Failure to cancel and not showing for a tee time can be understood on a rare occasion. Our professional golf staff will first



communicate continued violations of this policy. Further violations of this policy by a member or public golfers may result in being charged for the scheduled tee time.

Practice and Wedge Range Utilization: Please hit between the designated dividers when using either of the practice ranges. Range balls are the only authorized balls to these aspects of the facility to ensure the safety of everyone. Range balls can be purchased at the Starter House or directly at the ball dispenser on the patio by the driving range if you are paying by credit/debit card. Range balls are not authorized for use on any courses or practice greens.

Practice greens: Two practice putting greens and two practice chipping greens are located on the property. We request you utilize personal balls for these facilities as range balls are not allowed. While practicing, please be aware of others utilizing the greens and be respectful of the space by practicing with 6-8 balls at a maximum.

Stay Informed: Patrons can stay informed about upcoming events and leagues, course conditions, merchandise drops, and more by following Belmont on its social media channels ([Instagram](#), [Facebook](#)) or by subscribing to our newsletter, [Tilly's Takes](#).