

EDGE Case Study

Outreach Communications in Your Community

J. Cutler Robinson Jr., CGCS • Bayville Golf Club • Virginia Beach, Va.

Collaborating golf course environmental stewardship to ensure a healthy watershed

Situated on the banks of the Lynnhaven River, Bayville Golf Club is within 2 miles of the mouth of the Chesapeake Bay. A former dairy farm, the 265-acre property has more than a mile of estuary shoreline, which is the ocean's inlet into the lower end of the river. From the onset of construction, the golf club solicited assistance from local and regional environmental leaders for direction and counsel on environmental issues. Their inclusion opened a two-way communication with the community at-large that has continued to this day.

Case study highlights:

- Efforts included working with Lynnhaven River Now, a not-for-profit river group, which organized the civic and business leaders who had experience and knowledge that could benefit the cause to restore the river's ecosystem.
- J. Cutler Robinson Jr., CGCS, Director of Golf Course Operations, was selected for membership on the executive committee and the buffer restoration committee.
- The buffer restoration committee spearheaded the direction for plant selection and landscaping not just near the shores of the Lynnhaven, but offered guidance for all plant health care management techniques within the entire watershed.
- Working with a plant health care specialist, city engineers and planners, the committee developed brochures that are easy for homeowners to use and helpful in steering them on a "Lynnhaven-Friendly" path.
- Buffer committee members have participated at garden club meetings, golf course superintendent meetings, landscaping seminars and other public venues to espouse the benefits of proper landscape design and plant health care management techniques. Demonstration seminars have been provided for the public as well.

"Concern for the environment has been a major consideration in all activities at Bayville Golf Club since ground was broken to build the course in 1994. Members of Bayville sincerely appreciate our ongoing efforts to make the local and adjoining environment better than it was before the golf course was built."

– George S. Rhodes, Chairman, Green Committee



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