

# THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

June 18, 2018

- **Rounds & Revenue Performance**
  - Over the past 7 days, Eaglebrooke has averaged 99 rounds per day. This is DOWN from the previous week (106 Rounds per day).
    - Member Rounds = 388 → Prior Week = 430
    - Outing Rounds = 70 → Prior Week = 35
    - Public Rounds = 235 → Prior Week = 274
  - Membership Sales – no updates to report
  - A La Carte Sales: \$14,944.76 (Prior week was \$13,237).
    - Father's Day Lunch was strong. A La Carte Sales on Sunday alone were \$2,626.
    - Wednesday night (Italian) was slower than normal. We sold 32 meals off the buffet.
  - On Course Sales: \$1,697 (Prior week was \$1,589)
- **Personnel Update**
  - I think we are in pretty good shape on the F&B side of the operation. We continue to work with / train the team we have in place. Brad is spending a lot of his time expediting on the line with the line cooks & food runners to ensure we are running efficiently.
  - We are currently seeking a Sales/Activities Director. Last week, Kelly Searight (BCG National Director of Sales) interviewed one of my candidates and seemed to like her.
  - I had a good interview with a swim instructor today. I'm going to bring her in and let Brad talk to her before pulling the trigger.
- **Product Update**
  - The golf course is in great shape. Over the last couple of days, we have dried up nicely.
- **Marketing Update**
  - Member and Resident email for the week (Chef's Specials, Family Night, Community League, Bingo Night, Trivia Night)
  - John is in the process of doing a competitive analysis for membership pricing
  - We are in the process of working on Seasonal Membership marketing plan. We have a list of about 600 snowbirds that visited Lakeland last year and provided us their emails (which is a good start). We plan to attend that show again in early 2019.
- **Capital Update**
  - The line in the kitchen is completed.
  - Mikes painting has pressure washed the pool house in preparation for painting.
  - Our chairs have been picked up.
- **Forecast Numbers relative to June budget –**
  - Rounds – 534
  - Revenue – \$40,011
  - EBITDAR – \$44,815

