

# THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

June 11, 2018

## - **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 106 rounds per day. This is UP from the previous week (67 Rounds per day). The weather pattern has been much better throughout June. The 15-day weather forecast looks good. I think we can see this trend continue throughout the month.
  - Member Rounds = 430 → Prior Week = 288
  - Outing Rounds = 35 → Prior Week = 0
  - Public Rounds = 274 → Prior Week = 184
- Membership Sales
  - One Social Membership was sold last week.
- A La Carte Sales: \$13,237 (Prior week was \$13,526).
  - Karaoke Night was a hit. We generated \$2,325 in revenue.
  - Southern Buffet on Tuesday was strong. We sold 72 meals off the buffet.
  - We experienced a gas leak in the boiler room on Saturday night. The gas company was out here around 10pm on Saturday and had to turn off the gas to the building. The gas company and boiler installers will be out on Tuesday morning at 10am to make the repair. In the mean-time, we are using the Grille outside with a limited menu.
- On Course Sales: \$1,589 (Prior week was \$1,057)

## - **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.
- Swim instructor contacts have not panned out. The job has reposted.

## - **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, MGA Golf Event, Bingo Night, Trivia Night, WLGO).
- 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.
- I attended a Mulberry Chamber Meeting last Thursday evening. We will be hosting them on August 2<sup>nd</sup> at our facility.

## - **Capital Update**

- The line in the kitchen is scheduled to be installed tomorrow night.
- TV in the foyer is hung up. Cassidy is working on the best / most cost efficient way to play a slideshow.
- Our chairs should be picked up on Wednesday by habitat for humanity.
- **Forecast Numbers relative to June budget –**
  - Rounds – 544
  - Revenue – \$39,878
  - EBITDAR – \$47,723