

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

July 2, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 89 rounds per day. This is DOWN from the previous week (103 Rounds per day). We were hampered with a little more precipitation compared to the Prior week, and the temperatures / heat index was high.
 - Member Rounds = 379 → Prior Week = 420
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 244 → Prior Week = 303
- Membership
 - 1 Social Membership was sold last week. I have another person that I'm working to close on a social membership.
 - The team has been discussing / reviewing multiple membership options.
 1. We feel that there is a big opportunity to convert a lot of our non-golfing Summer Sizzle Members into Social Members.
 2. We are exploring the opportunity of allowing our Summer Sizzle members to join a shoulder-season membership for November, December, & January. This is still a very slow time for us on the golf course. We would keep the golf restrictions the same, and would charge a higher monthly price.
 3. We feel that our biggest opportunity for the Club and our membership is our Associate membership. We currently have only one Associate membership (ages 31-40). After doing some research, I found that we have only 9 golfing memberships with people aged younger than 50 years old. I think that modifying the ages of our Associate Membership to 31-49 years old, and possibly getting more aggressive on monthly rates would really help generate some new memberships. I'm working on compiling some more data to help make a sound decision on this.
- A La Carte Sales: \$12,811 (Prior week was \$14,482).
 - Wednesday night (Southern) was good. We sold 45 meals off the buffet and generated \$2,384 in revenue
- On Course Sales: \$1,084 (Prior week was \$1,738)

- **Personnel Update**

- We are seeking a part time line cook.
- We will continue to search for a swim instructor but we have been striking out on finding a good candidate.

- **Product Update**

- The golf course continues to be in great shape.

- **Marketing Update**

- Member and Resident email for the week (Chef's Specials, Family Night, Community League, WLGO, 4th of July events).
- Working to create a press release for all of the good things that we have going on at the facility (Canadian Tour Q-School, Senior PGA Tour Q-school, Renovation completed, etc).
- Newsletter should be going out today.
- **Capital Update**
 - Working to get Central Glass to come out and repair some of the leaky windows.
- **Forecast Numbers relative to June budget – GREAT MONTH RELATIVE TO BUDGET!**
 - Rounds – 484
 - Revenue – \$42,267
 - EBITDAR – \$35,739
- **End of Year Forecast-**
 - EBITDAR - \$13,500
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