

THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

July 30, 2018

- **Rounds & Revenue Performance**
 - Over the past 7 days, Eaglebrooke has averaged 59 rounds per day. This is down from the previous week (70 Rounds per day).
 - Member Rounds = 256 → Prior Week = 294
 - Outing Rounds = 25 → Prior Week = 0
 - Public Rounds = 132 → Prior Week = 199
 - Membership
 - 3 Social Memberships were sold last week (Verna, McCarter, Polanco)
 - A La Carte Sales: \$13,850 (Prior week was \$12,044).
 - We finally had a Pot of Gold Winner (Mr. Grey)
 - Friday Night Member Mixer went well. I feel that all of the members had a great time.
 - Saturday Night (Trivia) was good (\$2,566 in sales)
 - On Course Sales: \$829 (Prior week was \$684)
- **Personnel Update**
 - We have a pending offer letter for a Director of Sales (to start in mid-August)
- **Product Update**
 - The golf course is wet. This week alone, we received about 7" of rain. The driving range has been closed, and the course has been cart path only. The greens have recovered nicely from the Aerification.
- **Marketing Update**
 - Member and Resident email for the week (Chef's Specials, Family Night, Community League, WLGO, Fine Dining, Sunday Brunch).
 - Our upgraded advertising with the Wedding Wire seems to be going very well. The account was updated near the end of last week, and we have received 8 leads so far for Weddings.
 - The monthly newsletter will be going out this week.
 - Our Facebook / Google Ad Word campaign for Winter Memberships is going well. We received 6 leads last week.
- **Capital Update**
- **Forecast Numbers relative to July budget –**
 - Rounds – (388)
 - Revenue – \$167,398 (includes \$163,129 business interruption claim being recognized)
 - EBITDAR – \$171,818
- **End of Year Forecast-**
 - EBITDAR - \$12,228