

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

July 9, 2018

- Rounds & Revenue Performance

- Over the past 7 days, Eaglebrooke has averaged 89 rounds per day. This matches rounds from the previous week (89 Rounds per day). We had a good amount a rain, and had some cart restrictions which hurt our Friday / Saturday numbers.
 - Member Rounds = 388 → Prior Week = 379
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 236 → Prior Week = 244
- 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. We also believe that breaking the social membership down into “monthly dues” as opposed to Annual Dues is a much easier pill to swallow for many people.
 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: \$12,436 (Prior week was \$12,811).
 - Due to the 4th of July holiday, we were closed for Wednesday Night Dinner Service.
 - We had a good Prime Rib Night. We sold 64 meals off of the Prime Rib Buffet.
 - We have 18 members that went over to Ireland for a couple weeks. They make up a good portion of our Sunday couples group. With them gone, our sales were slightly impacted on Sunday.
- On Course Sales: \$2,047 (Prior week was \$1,084)

- **Personnel Update**
 - We have hired a part time line cook.
 - I'm looking to bring on our Director of Sales position in early August.
- **Product Update**
 - The golf course continues to be in great shape. Aerification is taking place today and tomorrow with smaller tines. The weather appears to be looking good for a successful recovery.
- **Marketing Update**
 - Member and Resident email for the week (Chef's Specials, Family Night, Community League, WLGO, etc).
 - 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).
- **Capital Update**
 - Working to get Central Glass to come out and repair some of the leaky windows and put a film over the conference room windows. They will be here on Wednesday / Thursday.
 - The phone at the pool is operational
 - The menu board was installed at the pool.
 - I don't have a definite install date for the Vending machine at the pool, but it should be very soon. Coke has all of the pricing details / product lined up and ready to go.
- **Forecast Numbers relative to July budget –**
 - Rounds – 97
 - Revenue – \$178,500 (includes \$163,129 business interruption claim being recognized)
 - EBITDAR – \$177,494
- **End of Year Forecast-**
 - EBITDAR - \$11,012
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