

# THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

## August 6, 2018

- **Rounds & Revenue Performance**
  - Over the past 7 days, Eaglebrooke has averaged 63 rounds per day. This is down from the previous week (59 Rounds per day). Sunday was solid (128 rounds), and Monday will be a good day (playing over 100 rounds).
    - Member Rounds = 262 → Prior Week = 256
    - Outing Rounds = 0 → Prior Week = 25
    - Public Rounds = 182 → Prior Week = 132
  - Membership
    - We sold a full golf membership this past week (Rigabar)
    - Inbound leads are picking up.
  - A La Carte Sales: \$15,502 (Prior week was \$13,850).
    - Mr & Mrs. Mosso won the pot of Gold this week
    - Prime Rib night went really well. We sold 92 Prime Ribs that night (by far the busiest Prime Rib Night since I have been here)
  - On Course Sales: \$1,040 (Prior week was \$829)
- **Personnel Update**
  - Ivy Myers has accepted the Director of Sales Role. She will start around August 20<sup>th</sup>.
- **Product Update**
  - The golf course continues to be good. Majority of the rain missed us over the weekend. We got off of the Cart Path Only restrictions on Sunday after 2 weeks on the path.
- **Marketing Update**
  - Member and Resident email for the week (Chef's Specials, Family Night, Community League, Fine Dining, Sunday Brunch).
  - Our upgraded advertising with the Wedding Wire is working very well. We have had roughly 15 leads come in in about a week and a half of advertising.
  - The monthly newsletter went out on Friday.
  - Our Facebook / Google Ad Word campaign for Winter Memberships is going well. We have received 7 leads thus far.
  - We are getting ready to launch two new membership categories.
    - Gold Membership (Ages 49 and under) - \$209 for a single / \$259 for a family
    - Silver Membership - \$159 per month (after 10am membership)
    - Both require a 12 month commitment and do not have trail fee options available.
- **Capital Update**
- **Forecast Numbers relative to August budget –**
  - Rounds – (3)
  - Revenue – \$45,135
  - EBITDAR – \$21,861
- **End of Year Forecast-**
  - EBITDAR - \$12,183