

THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

August 13, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 99 rounds per day. This is up from the previous week (63 Rounds per day). The entire week was off of Golf Cart restrictions which helps significantly. Monday was solid (best Green Fee / Cart Fee day since April as we hosted the WLGO) and the weekends results were good (129 rounds per day).
 - Member Rounds = 435 → Prior Week = 262
 - Outing Rounds = 54 → Prior Week = 0
 - Public Rounds = 207 → Prior Week = 182
- Membership
 - We sold a full golf Executive Gold membership this past week (Borg).
- A La Carte Sales: \$15,865 (Prior week was \$15,502). → GREAT WEEK!
 - Mr & Mrs. Butefish won the pot of Gold this week.
 - Fine Dining Night was not as busy as we were hoping. We only had 19 folks that attended. The event did go very well and our guests left very happy. We should be able to grow on this.
 - The Trophy Room was busy on Friday and Saturday night.
- On Course Sales: \$1,314 (Prior week was \$1,040)

- **Personnel Update**

- Ivy Myers has accepted the Director of Sales Role. She will start on August 20th.

- **Product Update**

- The golf course continues to be in great shape. We did get some rain yesterday, which has caused us to be cart path only on the back nine holes today.
- We do have a couple lake spray's scheduled for each of the next couple of months to help combat the hydrilla / algae outbreaks.
- One of our members has come through and will be getting us 1200 tons of sand at no charge. We have another member that will be helping out with some good pricing on the transportation side of it.

- **Marketing Update**

- Member and Resident email for the week (Chef's Specials, Trivia, Family Night, Community League, Summer Sizzle / MGA, Sunday Brunch).
- Our upgraded advertising with the Wedding Wire is working very well. We have had roughly 18 leads come in in about 2.5 weeks of advertising. Two of these have been converted into closed sales.
- Our Facebook / Google Ad Word campaign for Winter Memberships is going well. We have received 17 leads thus far.
- The collateral for our new membership categories is being finalized. We will begin official rollout this week.
 - 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**
 - New beer cooler should be here today. The previous cooler needed a repair that was almost as expensive as a new unit. It made sense to purchase a new unit and get the warranty that came with it.
- **Forecast Numbers relative to August budget –**
 - Rounds – 190
 - Revenue – \$52,651
 - EBITDAR – \$22,814
- **End of Year Forecast-**
 - EBITDAR - \$14,709

- Below is a snapshot of our forecast file. Please let me know if you have any questions. Thank you

