

# EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

**September 10, 2018**

## - **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 84 rounds per day. This is UP from the previous week (65 Rounds per day). I'm projecting that round counts / trends will drop slightly over the next week due to today's aerification of the greens. The good news is that we have three weekends left in the month of September.
  - Member Rounds = 446 → Prior Week = 281
  - Outing Rounds = 0 → Prior Week = 0
  - Public Rounds = 144 → Prior Week = 177
- Membership
  - No memberships were added this past week.
- A La Carte Sales: \$14,481 (Prior week was \$11,409). →
  - No "Pot of Gold" Winner this week.
- On Course Sales: \$1,188 / \$2.01 per round

## - **Personnel Update**

- I am working with Brooke Bennett Swim School. I think it would be a good idea to allow them to give swim lessons at our facility. She offers water safety (for the younger kids) and stroke technique (for competitive swimmers). Brooke Bennett is a 3 time Olympic Gold Winner and grew up in Plant City (so she has strong ties to the local community). We have scheduled a test run for October 14<sup>th</sup> to test the interest of the community. <http://bbswimacademy.com/>

## - **Sales Update (from Ivy)–**

We are excited about moving into our busy months!

I have been ironing out the details for our upcoming events, staying on top of Salesforce tasks and data entries, and having great conversations with Weddingwire leads!

We are preparing for our 3D photo tour on the 19<sup>th</sup> by collecting linen, floral arrangement, and ceremony space donations from local businesses.

I have been researching local outings and reaching out to their event planners to donate to their raffles. This has allowed for me to ask questions about their planning process in the hopes of making Eaglebrooke more competitive for booking outings!

I am working with the team at the Lakeside Village Marriott to create a referral program.

Our Marketing Team is helping us create a great brochure for the Florida Wedding Bridal Expo on the 23<sup>rd</sup>. We hope to really stand out to potential brides!

Closed on:

Destin Wedding

Advicare Holiday Party

## - **Product Update**

- The golf course continues to be in great shape. The aerification of the greens is taking place today.
- **Marketing Update**
  - Member and Resident email for the week (Chef's Features, Sushi Night, Comedy Show, Trivia, Gameday Specials)
  - The Newsletter went out last week.
  - We are preparing for a Bridal show at the RP Funding Center in a couple of weeks.
  
- **Capital Update**
  - We should have the dance floor around the 1<sup>st</sup> week of October.
  - We would like to grass our ceremony in late November (during the same time as our bunker renovation). The timing would make sense because we will have the grass already being delivered.
  - We will be meeting with the contractor tomorrow to finalize the bunker project (timing, scope of work, & pricing).
  
- **Forecast Numbers relative to September budget –**
  - Rounds – 708
  - Revenue – \$22,141
  - EBITDAR – \$18,359
- **End of Year Forecast-**
  - EBITDAR - \$11,598