

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

September 24, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 88 rounds per day. This is UP from the previous week (65 Rounds per day). The next 7 days of weather looks decent, so I would anticipate a strong finish to September.
 - Member Rounds = 348 → Prior Week = 301
 - Outing Rounds = 84 → Prior Week = 0
 - Public Rounds = 187 → Prior Week = 153
- Membership
 - No memberships were added this past week.
- A La Carte Sales: \$15,387 (Prior week was \$12,278). →
 - No "Pot of Gold" Winner this week.
 - Trivia night was solid.
- On Course Sales: \$1,398 / \$2.26 per round vs Last week's results (\$854 / \$1.88 per round)

- **Personnel Update**

- Randy (Assistant Golf Pro) is moving into a part time role on the weekends. Eric also gave his notice last week. John is currently in the process of finding a couple part timers to help fill the voids.

- **Sales Update (from Ivy)–**

- We collected 40 leads from the Bridal Show this weekend at the RP Funding Center.
- The virtual tour of our banquet space was completed on Wednesday. The room looked amazing!!
- Eaglebrooke was in attendance for the Lakeland Chamber After Hours event on Thursday evening.
- Eaglebrooke will be in attendance for the Mulberry Chamber Fundraiser at the Fishhawk sporting clays park on Saturday.
- Eaglebrooke attended the Lakeland realtors ribbon cutting event on Thursday.

Last Week we closed on:

Jane Wiener Holiday Party; projected ~\$900.00

This week we are working towards:

Heath Holiday Party- ~\$350.00

JBTC Scramble- ~\$700.00

Creating events with The Lakeland Magic

- **Product Update**

- The golf course continues to be in great shape. The greens are nearly 100% healed from the last aerification of the year.

- **Marketing Update**

- Member and Resident email for the week (Chef's Features, Prime Rib, Comedy Show, Water Safety, Gameday Specials)
- We have created a "Member Signing Day" on October 13th. We will incentivize our Summer Members to switch into an annual program. This event is scheduled from 9am to 1pm.

- **Capital Update**

- We should have the dance floor around the 1st 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.
- I'm waiting on the updated proposal from the bunker guy. We will be doing some drainage work on the driving range during the same period of time.

- **Forecast Numbers relative to September budget –**

- Rounds – 751
- Revenue – \$27,707
- EBITDAR – \$18,852

- **End of Year Forecast-**

- EBITDAR - \$10,922

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