

# EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

**September 3, 2018**

- **Rounds & Revenue Performance**
  - Over the past 7 days, Eaglebrooke has averaged 65 rounds per day. This is down from the previous week (78 Rounds per day).
    - Member Rounds = 281 → Prior Week = 320
    - Outing Rounds = 0 → Prior Week = 0
    - Public Rounds = 177 → Prior Week = 223
  - Membership
    - We added 4 memberships last week. (1 Gold Family, 2 Social Memberships, and a Dining Membership). There is a lot of buzz going on in the marketplace right now about our new programming. We did have a membership downgrade → Platinum to Silver (Ahearn), a membership cancelation (Gendron / Jr Executive), and a member go on Leave of Absence due to health reasons.
  - A La Carte Sales: \$11,409 (Prior week was \$14,868). →
    - No "Pot of Gold" Winner this week.
    - It was one of the slower weeks we have had in some time. This seems to be common after a very busy week.
  - On Course Sales: \$951 / \$2.07 per round (Prior week was \$920 / 1.69 per round)
- **Personnel Update**
  - No updates to report
- **Sales Update** – This week, Ivy will be getting out into the marketplace and introducing herself as the Director of Sales for Eaglebrooke & giving out some goodies from the Chef. We will be visiting schools, local businesses, etc. We have compiled a list of opportunities for us and we will begin chipping away with these visits. We are also working on finding local charity golf outings in the area and introducing ourselves to the coordinators. We have a lot of opportunity with these events. We will also be doing some visits to our competition (golf courses & wedding venues).
- **Product Update**
  - The golf course continues to be in great shape.
- **Marketing Update**
  - Member and Resident email for the week (Chef's Features, Prime Rib Night, Sushi Night, Comedy Show, Trivia, Gameday Specials)
  - The Newsletter will go out on Tuesday.
  - We are preparing for a Bridal show at the RP Funding Center in a few weeks.
  - We have scheduled our 3D Virtual Walkthrough of the Banquet Space. This will be used on our Wedding Wire Page and hopefully on our Website.
  - We have created an Instagram account
  - We have stopped our Facebook marketing campaign for Winter Seasonal Memberships. We were getting a lot of leads, but we didn't feel that the leads were very qualified. It is a tough group of people to target.
  - We have begun a Facebook marketing campaign for our Gold & Silver Memberships.

- **Capital Update**
  - We placed an order for the dance floor (Black Color with Silver Trim)
  - We are in the process of obtaining pricing to “grass” our ceremony area. Current ceremony area is on the concrete and not a very attractive area. (see my attached sketch).
  - We will be meeting with the contractor within the next week or so to finalize the bunker project (timing, scope of work, & pricing).
  
- **Forecast Numbers relative to August budget – please note, the “IRMA” business interruption will be recorded on the AUGUST financial statement.**
  - Rounds – 138
  - Revenue – \$210,499
  - EBITDAR – \$183,234
  
- **End of Year Forecast-**
  - EBITDAR - \$11,098
  
-