

THE CLUB @ EAGLEBROOKE ADMINISTRATIVE REPORT

September 18, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 65 rounds per day. This is DOWN from the previous week (84 Rounds per day). This drop in rounds was anticipated due to the aerification of the greens on Monday. The greens are healing nicely and should be close to normal within the next week. If we can avoid the wet weather, we should finish the month on a strong note with two weekends left to go!!!
 - Member Rounds = 301 → Prior Week = 446
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 153 → Prior Week = 144
- Membership
 - No memberships were added this past week.
- A La Carte Sales: \$12,278 (Prior week was \$14,481). →
 - No "Pot of Gold" Winner this week.
 - Sushi Night seemed to be popular. We will be adding more of these to the calendar of events.
- On Course Sales: \$854 / \$1.88 per round vs Last week's results (\$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 14th to test the interest of the community. <http://bbswimacademy.com/>

- **Sales Update (from Ivy)–**

Last week, we closed on:

Advicare Holiday Party

Rose Rehearsal Dinner

Working towards:

Destin Wedding

FMHS Prom

Lakeland Magic

Swierkosz Wedding

Polk County Builders Assoc. Holiday Party

- **Product Update**
 - The golf course continues to be in great shape.
- **Marketing Update**
 - Member and Resident email for the week (Chef's Features, Karaoke Night, Comedy Show, Trivia, Gameday Specials)
 - We are creating the newsletter for October
 - We are preparing for a Bridal show at the RP Funding Center in a this weekend.
 - There is a Lakeland Chamber Meeting that we will be attending on Thursday Evening
 - We will begin creating the 3d virtual tour of the banquet space tomorrow morning.
 - 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.
 - Last week, we visited some of our competition. We came across information on upcoming golf outings in the local market. We began reaching out to the tournament coordinators and offering donations to help get our foot in the door. The feedback has been overwhelmingly positive.

- **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 – 868
 - Revenue – \$21,000
 - EBITDAR – \$16,447
- **End of Year Forecast-**
 - EBITDAR - \$9,560
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