

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

October 15, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 101 rounds per day. This is UP from the previous week (94 Rounds per day). We have some slightly cooler weather rolling in beginning on Friday, followed by some rainy weather the following week.
 - Member Rounds = 262 → Prior Week = 318
 - Outing Rounds = 253 → Prior Week = 112
 - Public Rounds = 190 → Prior Week = 227
- Membership
 - Great week on the membership front. We added 10 Silver Members, and 1 Seasonal Membership. We are expecting a good number of applications to be turned in this week.
- A La Carte Sales: \$13,544 (Prior week was \$14,451). →
 - No "Pot of Gold" Winner this week.
 - We had a strong "walk-in" business on Friday Night.
- On Course Sales: \$1,956 / \$2.77 per round vs Last week's results (\$1,926 / \$2.93 per round).

- **Personnel Update**

- No updates to report

- **Sales Update (from Ivy)–**

Last week we closed on:

Lakeland Running Club Holiday- \$8500

Kaur Sweet 16- \$4000

Landmark Luncheon- \$600

The week I'm working towards:

Bragg Holiday- \$6000

Rodriguez Wedding- \$7000

Smith Wedding- \$4000

Helm Wedding- \$2000

PCBA Holiday- \$3000

Swierkosz Wedding- \$5000

- **Product Update**

- The golf course continues to be in great shape.
- Brooke Bennett Swim Academy was here yesterday doing their clinic. They had about 10 ppl show up.
- The pool pump broke sometime throughout the night last night. About 1/3 of the pool drained. Jim's Pool Service is making the repairs today and the pool should be re-opened by tomorrow.
- I am filing a claim with Polk County's Risk Management department on our tennis courts. During the cleanup of the dirt, the tools used did some minor damage (scratches / indentations) to the surface of the courts. I'm including our vendor that resurfaced our courts of few years back in my conversations. In my opinion, the damage is all cosmetic and causes no safety hazards. The courts are still playable and should not interfere with a game of tennis.
- R&M in process (Bar Swivel Chairs have been repaired, carpet cleaning in the Trophy Room was completed this morning, the doors on the outside sheds have been repaired, the pool shed has been cleaned out, a piece of kitchen equipment is being repaired today, stop signs and cart crossing signage around the facility is in process, replacing some ceiling tiles in kitchen).

- **Marketing Update**

- Member and Resident email for the week (Chef's Features, Water Safety, Gameday Specials, Member Mixer, Kids Halloween Event)
- We are meeting with the Lakeland Magic today for the 2nd time to work on how we can help one another out.

- **Capital Update**

- We will be replenishing some additional banquet supplies over the next couple of weeks (chafers, folding tables). This is another purchase that simply makes sense mathematically. They will pay for themselves over the next couple of months.
- We met with the membership on Wednesday to discuss the plans with the Bunkers and Driving Range. The meeting was very well received.

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

- Rounds – (97)
- Revenue – \$35,407
- EBITDAR – \$33,991

- **End of Year Forecast-**

- My current end of year (2018/2019) is right currently at \$101,557. We have a long way to go, but I feel very optimistic about the path we are currently on.