

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

October 2, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 92 rounds per day. This is UP from the previous week (88 Rounds per day). The 15-day weather forecast looks good. Temperatures are beginning to drop (slowly), and the tropics looks clear.
 - Member Rounds = 328 → Prior Week = 348
 - Outing Rounds = 100 → Prior Week = 84
 - Public Rounds = 215 → Prior Week = 187
- Membership
 - We added a Silver Membership last week (Grubb family)
- A La Carte Sales: \$15,287 (Prior week was \$15,387). →
 - No "Pot of Gold" Winner this week.
 - Comedy Night was a bust (roughly 30 ppl in attendance.
 - Trivia Night on Thursday was a good night.
- On Course Sales: \$2,177 / \$3.38 per round vs Last week's results (\$1,398 / \$2.26 per round). The increase in beverage cart sales is a direct result of Friday's Golf Outing.

- **Personnel Update**

- John Greiner is working to fill in a couple of voids that we will be having with pro shop coverage in the coming weeks. Over the last week, we have hired on a couple new guys.

- **Sales Update (from Ivy)–**

This past week we closed on:

Heath Birthday Luncheon- \$400.00

JBTC Scramble- \$3000.00

This week I am working on:

Smith Wedding- \$4000.00

PCBA Holiday Party- \$3500.00

McClellan Shower- \$500.00

Oberhofer Shower- \$300.00

Goldie Birthday Party- \$3500.00

Polk Vision Brunch- \$400.00

- **Product Update**
 - The golf course is in great shape.
 - The Pool & Tennis facilities have been cleaned up from Polk Counties Water Main Break on Thursday morning. We are back fully operational.
 - 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.
- **Marketing Update**
 - Member and Resident email for the week (Chef's Features, Prime Rib, Water Safety, Gameday Specials, Member Mixer, Bingo, Kids Halloween Event)
 - 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.
 - The newsletter for October was sent out this morning.
 - Eaglebrooke attended the Mulberry Chamber Fundraising event this past Saturday.
 - The Virtual Tour for our facility has been finished and updated on our wedding wire site (<https://www.weddingwire.com/biz/the-club-at-eaglebrooke-lakeland/1b5e6157dc89c346.html>)
- **Capital Update**
 - We should have the dance floor around the 1st week of October.
 - I did place an order for 150 ceremony chairs. Mathematically, it simply made sense for us to purchase them instead of renting them for each wedding. They will pay for themselves over the next few months, and then they become another revenue stream for the facility.
 - 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.
- **Forecast Numbers relative to September budget –**
 - Rounds – 806
 - Revenue – \$39,730
 - EBITDAR – \$25,388
- **End of Year Forecast-**
 - EBITDAR - \$17,459 (this is not including any A/R account writeoffs which is being reviewed this week).
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