

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

October 8, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 94 rounds per day. This is UP from the previous week (92 Rounds per day). We are keeping a close eye on the Hurricane Michael as it moves its way North through the Gulf. On the current track, we feel that we will get some 15-20mph winds, and some bands moving through tomorrow. The 15-day weather forecast looks nice. We are beginning to see temps drop significantly. We will be experiencing some actual “fall” weather throughout the remainder of the month.
 - Member Rounds = 318 → Prior Week = 328
 - Outing Rounds = 112 → Prior Week = 100
 - Public Rounds = 227 → Prior Week = 215
- Membership
 - No new members were added this week. We have been talking up the “signing day” over the last couple of weeks. We have emailed all of the summer members informing them of the programming, and feel confident that we will have a good number of conversions.
 - I have seen a good number of leads come through this week regarding memberships. This is typically the time of year that is more attractive for people to join a facility.
- A La Carte Sales: \$14,451 (Prior week was \$15,287). →
 - No “Pot of Gold” Winner this week.
 - We had a good Prime Rib Night on Friday.
 - Bingo Night this week is filling up nicely.
- On Course Sales: \$1,926 / \$2.93 per round vs Last week’s results (\$2,177 / \$3.38 per round).

- **Personnel Update**

- No updates to report

- **Sales Update (from Ivy)–**

Last week we closed on:

Butler Wedding- \$7000

Oberhofer Shower- \$2000

Watson Clinic Holiday- \$1500

Journey Church- \$900

This week I’m working towards:

LRC Holiday- \$7000

Kaur Sweet 16- \$4000

Bragg Holiday- \$6000

- **Product Update**

- The golf course continues to be in great shape.
- 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 (Working to repair some of the swivel bar chairs, working to schedule carpet cleaning, working on cart crossing signs & stop signs through facility, putting doors & locks back on sheds behind kitchen, cleaning out pool storage shed, have a stove that needs some work, replacing some ceiling tiles in kitchen).

- **Marketing Update**

- Member and Resident email for the week (Chef's Features, Bingo, Water Safety, Gameday Specials, Member Mixer, 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.
- Eaglebrooke attended the Mulberry Chamber after hours' event this past Thursday.

- **Capital Update**

- We received the dance floor this week. It looks sharp. (see attached)
- Our ceremony chairs have arrived and are onsite.
- 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 October budget –**

- Rounds – (325)
- Revenue – \$28,393
- EBITDAR – \$22,719

- **End of Year Forecast-**

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

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