

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

November 12, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 111 rounds per day. This is UP from the previous week (102 Rounds per day). The Senior PGA Tour is in town this week for the Qualifier. They have 92 players each day M-F. The 15 day weather forecast looks beautiful. I anticipate good rounds results for the remainder of the month.
 - Member Rounds = 295 → Prior Week = 317
 - Outing Rounds = 92 → Prior Week = 114
 - Public Rounds = 390 → Prior Week = 286
- Membership – Memberships are still rolling in each day. We are up to 28 Silver Memberships. There is still a buzz going around, and I think they will continue to trickle in throughout the season. I would like to get to 50 of these memberships before the end of March.
- A La Carte Sales: \$12,034 (Prior week was \$13,621). →
 - No “Pot of Gold” Winner this week. It is currently maxed out at \$1,000.
 - Bingo Night was solid this past Thursday was good.
 - Karaoke Night over the last 3 months has really simmered down. I think we will make this a semi-annual event moving forward.
 - We are gearing up for Thanksgiving day Brunch. We currently have around 600 reservations for this day. The 2pm seating is full, with some availability left for the 11am seating.
- On Course Sales: \$1,813 / \$2.33 per round vs Last week’s results (\$1,526 / \$2.13 per round).

- **Personnel Update**

- No updates to report

- **Sales Update (from Ivy)–**

Last week I closed on:

Oak View Luncheon- \$600

D'Agostino Event- \$1000

Golf Week Amateur Outing- \$1500

This week I’m working towards:

Mix Networks Holiday- \$4000

George Jenkins Baseball outing

Kiwanis International outing

Mulberry Chamber outing

Wedding Wire leads

- **Product Update**
 - o The golf course continues to be in great shape.
- **Marketing Update**
 - o Member and Resident email for the week (Chef's Features, , Gameday Specials, Turkey Day Brunch, Live Music Night)
 - o We are starting to plan a Bridal Show to have at our facility after engagement season. Ivy has recently completed her preferred vendors list, and we are planning to involve them in this show.

- **Capital Update**
 - The bunker plans / driving range repairs / and ceremony space changes are set to begin on November 19th.
- **Forecast Numbers relative to November budget –**
 - o Rounds - 241
 - o Revenue – \$14,723
 - o EBITDAR – (\$12,318) – Personal Property Taxes (\$5,500) were budgeted in a different month, and cart rental (\$4,480) for Sr PGA Tour was unbudgeted.
- **End of Year Forecast-**
 - o My current end of year (2018/2019) is right currently at \$108,314.
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