

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

December 10, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 79 rounds per day. This is UP from the previous week (74 Rounds per day). The first couple of weeks of December is typically a slow period. We should really start to pick up around the 20th (many people have off work around the holidays). Comparing the first 9 days of 2018 to 2017, we are 198 rounds ahead of Prior Year. We also were slowed down on Sunday (typically our busiest day of the week) due to the rainy conditions. The 15 day weather forecast looks promising.
 - Member Rounds = 225 → Prior Week = 274
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 326 → Prior Week = 242
- Membership – No updates to report
- A La Carte Sales: \$10,895 (Prior week was \$13,704). →
- On Course Sales: \$1,167 / \$2.12 per round vs Last week's results (\$936 / \$1.81 per round).

- **Personnel Update**

- **Sales Update (from Ivy)–**

Last week I closed on:

Mueller Rehearsal Dinner - \$3000

Soba Rodriguez Rehearsal - \$800

This week I am working on:

WeddingWire Leads

- **Product Update**

- The golf course continues to be in great shape.

- **Marketing Update**

- Member and Resident email for the week (Chef's Features, Gameday Specials, Bingo, Trivia Night, Prime Rib, Member Mixer)
- Working on a Facebook campaign for Brides (this is engagement season)
- Getting ready for next Bridal Show (FL State Fairgrounds) in January.

- **Capital Update**

- The bunker work is moving along nicely. They have completed #18, #11, and #4. We will begin the renovations to the ceremony area this week along with the bunkers in the practice area.

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

- Rounds - 514
- Revenue – \$12,064
- EBITDAR – (\$14,318)

- **End of Year Forecast-**

- My current end of year (2018/2019) is right currently at \$107,198.

- **OTHER –**

Let me know if you have any questions. Thank you