

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

December 26, 2018

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 57 rounds per day. This is DOWN from the previous week (73 Rounds per day). The high amount of rain that we received on Thursday really hurt our operation. We received roughly 6" of rain on Thursday which really put a damper on the round counts. We had to close hole #10 & hole #11 on Friday and Saturday, and we are cart path only until Wednesday. The bad thing is that the week started out really well and we were gaining some traction on round counts on what is typically a very busy week for us.
 - Member Rounds = 186 → Prior Week = 238
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 216 → Prior Week = 276
- Membership – We sold 2 Silver memberships and a seasonal membership last week.
- A La Carte Sales: \$12,103 (Prior week was \$13,083). → Trivia night went really well. We had a packed house.
- On Course Sales: \$835 / \$2.07 per round vs Last week's results (\$897 / \$1.75 per round).
- The gift of golf promotion (2 rounds of golf for \$79) went very well. We sold 82 of these packages.
- We have roughly 80 ppl signed up for the NYE Party.

- **Personnel Update**

- **Sales Update (from Ivy)–**

Last week closed on:

Poe Wedding- \$2750

Edward Jones Breakfast- \$4300

Quinones Retirement- \$4500

This week working towards:

Tri-County Human Services Banquet-\$4000

Strudwick Quinceanera-\$2000

Lion's Club Dinner-\$2000

Wedding Wire Leads

- **Product Update**

- We received roughly 6" of rain last Thursday. The golf course is still recovering from this. The new bunkers had some damage (sod hasn't rooted yet) so we have spent a lot of time putting them back together. Hole #10 and hole #11 were closed for a couple of days because the cart paths were flooded. As of today, we are still cart path only. We had a pine tree fall on the cart barn due to the high winds on Friday. We were lucky that there was no damage to that building. The good news is that the roof did not leak anywhere in the building (which is a first since I have been here).

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Gameday Specials, NYE, Prime Rib Night, Burger and Shake Night)
- Working on a Facebook campaign for Brides (this is engagement season)

- Getting ready for next Bridal Show (FL State Fairgrounds) in March
- Looking into how we can structure a membership program (21 and under)
- **Capital Update**
 - The ceremony area has been grassed, and bunkers are completed on #4, #5, #11, #18 and the practice facility. We are currently work on hole #10. We will also be grassing the lawn area between the golf shop and the cart barn on Thursday.
- **Forecast Numbers relative to December budget –**
 - Rounds – (29)
 - Revenue – (\$22,482)
 - EBITDAR – (\$18,658)
- **End of Year Forecast-**
 - My current end of year (2018/2019) is right currently at \$81,642. I will be getting with our team to formulate a plan of attack to make up some ground that we lost over the last week.
- **OTHER** – The November financial package went out on Thursday.