

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

January 7, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 126 rounds per day. This is UP from the previous week (113 Rounds per day). The weather has been great, and the 15-day weather forecast looks really good. One thing that has really been working well for us is a \$25 rate after 2pm. Typically, the utilization is very low once you are unable to finish an 18-hole round. We have tinkered with an aggressive rate and saw that the utilization after 2pm has nearly doubled.
 - Member Rounds = 383 → Prior Week = 293
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 500 → Prior Week = 386
- Membership – We sold 1 Silver membership and have a couple other really hot leads.
- A La Carte Sales: \$18,246 (Prior week was \$14,582).
- On Course Sales: \$2,072 / \$2.35 per round vs Last week's results (\$2,186 / \$3.19 per round).

- **Personnel Update**

- **Sales Update (from Ivy)–**

This week I am working towards:

ZTA Formal- \$3500

Lion's Club Dinner- \$4000

Wedding Wire leads- ranging from \$2500- \$9500

- **Product Update**

- The golf course continues to be in great shape. The 15-day weather forecast looks great!!!

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Burger and Shake Night, Bingo Night, Trivia Night, Interclub)
- Getting ready for next Bridal Show (FL State Fairgrounds) in March
- Finalizing a new membership program for a younger demographic (likely 27 and under).
- Wedding / Banquet leads are coming in very consistently now that the holiday season is behind us.

- **Capital Update**

- The ceremony area has been grassed, and bunkers are completed on #4, #5, #11, #18, #10, #14 and the practice facility. We have a few more holes to complete, and then we will begin the drainage work on the driving range.

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

- Rounds – 783
- Revenue – \$20,250
- EBITDAR – \$3,693
- The EBITDAR for January 2019 is projected to be \$61,471 higher than January 2018.

- **End of Year Forecast-**

- My current end of year (2018/2019) is right currently at \$107,119.

- **OTHER –**