

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

February 11, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 158 rounds per day. This is UP from the previous week (126 Rounds per day). We checked in 200 rounds of golf on Friday, and followed it up with 201 rounds on Saturday. From what I have gathered, these are two of the busiest days Eaglebrooke has ever had. Through 10 days, the numbers are trending very nicely. The 15-day weather forecast looks really good for golf. I expect to see continued great results throughout the month.
 - Member Rounds = 327 → Prior Week = 313
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 777 → Prior Week = 568
- Membership – No memberships were sold last week.
- A La Carte Sales: \$14,179 (Prior week was \$15,357). The low country boil night was decent (31 sold). Bingo in the Dining Room was a success. We heard a lot of great feedback.
- On Course Sales: \$2,840 / \$2.57 per round vs Last week's results (\$2,143 / \$1.83 per round).

- **Personnel Update**

- **Sales Update**

Last Week we closed on:

Cintron Reception- \$12,000
(2) SME meetings- \$1000
(8) Lakeland Bar meetings- \$1000
Bentley Anniversary- \$750
Mosaic Banquet- \$3700

This week I am working towards:

Couple's Golf Group Social- \$1000
GJ Boys Soccer Banquet- \$1000
Mulberry HS 40th Reunion- \$1500
Wedding Wire Leads

- **Product Update**

- The golf course continues to be in great shape. We did receive .75" of rain early Sunday morning and were cart path only throughout the day. We are back to normal cart restrictions today.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, FSGA Interclub, Home and Away Interclub, Trivia Night, Event Calendar, Valentine's Day)
- I have ordered new flyer displays for the Clubhouse. We will have 3 information centers (each Foyer + the Golf Shop).
- Getting ready for next Bridal Show (FL State Fairgrounds) in March
- Signed us up for another Bridal Show in May.

- Collateral is close to being finalized for new membership programs.
- **Capital Update**
- **Forecast Numbers relative to February budget –**
 - Rounds – 1,203
 - Revenue – \$17,639
 - EBITDAR – \$8,472
- **End of Year Forecast-**
 - My current end of year (2018/2019) is right currently at \$108,015.