

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

February 18, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 129 rounds per day. This is DOWN from the previous week (158 Rounds per day). We only played 29 rounds on Wednesday due to a rainy morning. This week will be SOLID. The tee sheet is filling in nicely for the week, and the weather forecast looks great.
 - Member Rounds = 307 → Prior Week = 327
 - Outing Rounds = 58 → Prior Week = 0
 - Public Rounds = 538 → Prior Week = 777
- Membership – No memberships were sold last week. Inbound leads have been slowing down, but we do have a couple leads in the hopper. We are losing a member (moving out of state), and have a downgrade (not playing enough to justify higher membership category).
- A La Carte Sales: \$17,250 (Prior week was \$14,179). \$17,250 in revenue is one of the better weeks that we have had in about a year. Valentine's Dinner went really well. I have attached a voicemail from a couple that was very pleased.
- On Course Sales: \$2,629 / \$2.91 per round vs Last week's results (\$2,840 / \$2.57 per round). We are working to find a food warmer to keep on the beverage cart to enable us to sell "hot dog" combos on the golf course. We have good margins on hot dogs, and this will help keep people from visiting the clubhouse at the turn (which really slow down pace of play).

- **Personnel Update**

- **Sales Update**

Last week we closed on:

FL Engineering Holiday- \$5500

DeJesus Wedding- \$3500

O'Rourke Surprise Party- \$900

This week we are working towards:

Movement Management Brunch- \$650

Multiple Wedding Wire Leads

- **Product Update**

- The golf course continues to be in great shape. The NPS reviews and Golf Advisor Reviews continue to be great!

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Home and Away Interclub, Trivia Night, Bingo Night, Event Calendar, Daddy Daughter Dance, Prime Rib Night, Spring Break Golf Camp, etc)
- New Flyer Displays were put out last week. Feedback has been tremendous.
- Text Club is LIVE!!! Text EAGLEBROOKE to 24587 to receive club updates. Collateral has been posted around the club, and pushed through our Social Media Outlets.
- Getting ready for next Bridal Show (FL State Fairgrounds) in March.

- Summer & Junior Collateral is completed and will be pushed hard through marketing outlets.
- **OTHER** – January Financial Package will be sent out tomorrow (Tuesday) | I have a meeting with Mike's painting this week to clean up and repaint on-course restrooms | New mats at all of the Club entrances (much better first and last impression for our members and guests)
- **Forecast Numbers relative to February budget –**
 - Rounds – 1,142
 - Revenue – \$15,949
 - EBITDAR – \$11,815
- **End of Year Forecast-**
 - My current end of year (2018/2019) is right currently at \$107,977.