

# EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

March 19, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 155 rounds per day. This is UP from the previous week (125 Rounds per day). We had to get aggressive with our Rate to get the tee sheet filled up today. The weather for March has really been out of the ordinary. We have had high rain chances, cloudy days, and a couple cooler mornings. Rain is in the forecast for tomorrow. I'm forecasting to keep up last week's rounds pace for the remainder of the month. Hopefully the weather will work in our favor. One thing that we are getting prepared to change, is the way we distribute range balls. Effective on April 1<sup>st</sup>, range balls will be controlled by the golf staff. We will have them in two different size range bags. Members will still get them for FREE, and the Non-members will begin paying for them A La Carte. We feel that this will be about a \$40K – \$50K positive impact on the operation on an annual basis. I have spoken to many of our members, and all have responded positively. The other good thing about this move, is that we can now control / keep folks from hitting range balls when they shouldn't be....
  - Member Rounds = 356 → Prior Week = 280
  - Outing Rounds = 0 → Prior Week = 0
  - Public Rounds = 740 → Prior Week = 595
- Membership – A Silver Membership was sold today, and we are up to 7 Summer Memberships sold.
- A La Carte Sales: \$16,423 (Prior week was \$13,312).
- On Course Sales: \$3,341 / \$3.05 per round vs Last week's results (\$1,770 / \$2.02 per round).

- **Personnel Update**

- **Sales Update – last week's private event sales**

Sundberg Rehearsal Dinner- \$2000

Standifer Graduation- \$2000

Transphos Holiday- \$3000

**This week we should close on:**

Red Hats Luncheon- \$2500

Nanda Wedding- \$6500

Saddle Creek Outing- \$7000

Winter Haven Hospital Foundation Outing- \$7000

Garringer Wedding- \$5000

- **Product Update**

- The golf course continues to be in great shape.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Bingo Night, Event Calendar, Trivia Night, Spring Break Golf Camp, Community League, Wine and 9, New Range Procedures)

- The Summer Membership is starting to gain some traction. I hoping that I can send this program out to the Golfnow Tampa Market (through our partnership, we get two “all-market” emails per year). We will also begin a Facebook campaign to help get this into the marketplace. Our goal is to sell 250+ of these memberships.
- We are preparing the Flipbook for April
- We are prepping for another Bridal Show in May
- **Forecast Numbers relative to March budget –**
  - Rounds – 643
  - Revenue – (\$24,171)
  - EBITDAR – (\$22,365)
- **Forecast Numbers relative to last March actuals –**
  - Rounds – 1,162
  - Revenue – \$44,543
  - EBITDAR – \$15,375
- **End of Year Forecast**
  - My current end of year forecast (2018/2019) is right at \$110,874.

