

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

March 26, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 137 rounds per day. This is DOWN from the previous week (155 Rounds per day). Tuesday of last week was a wash-out (only 18 rounds played) which put a damper on the week. If we take out the “rain-out” day from last week, we were right on track with the previous week. Looking ahead, the weather forecast looks decent. As we move into April, it appears that we are moving into the summer weather trends (30%-40% rain chances daily). The Thursday Night Community League is off and running. Last week, we had 31 participants (which is GREAT).
 - Member Rounds = 306 → Prior Week = 356
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 656 → Prior Week = 740
- Membership – We added a Silver Membership this past week, and we are currently up to 11 Summer Members (goal of 250 for this Summer). We did have a Dining member drop, as well as a member of a corporate membership.
- A La Carte Sales: \$19,246 (Prior week was \$16,423). We had a good Bingo and Trivia Night this week.
- On Course Sales: \$2,218 / \$2.31 per round vs Last week’s results (\$3,341 / \$3.05 per round).

- **Personnel Update**

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

Saddle Creek Outing- \$6000

GJ Fine Arts Banquet- \$1000

- **Product Update**

- The golf course continues to be in great shape.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef’s Features, Prime Rib Night, Event Calendar, Community League, Wine and 9, New Range Procedures, Easter Festivities, Live Music Night, Super Senior Championship)
- The Summer Membership is up to 11 members. We are looking into possibly advertising in the Osprey Observer. Typically “print” advertising doesn’t see a nice ROI, but we feel that we may be able to pull some Summer Members from the Brandon / Valrico / Fishhawk area for a small investment. 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
- We have an “all Tampa” Golfnow email scheduled to go out on April 1st. We receive two of these emails each year through our National Partnership with Golfnow. We are pushing our #26 ranking on Golf Advisor List, new bunkers, and great course conditions. I felt this was a good time to send the email as the season begins to slowly wind down.

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

- Rounds – 379
- Revenue – (\$19,731)
- EBITDAR – (\$30,340)

- **End of Year Forecast**

- My current end of year forecast (2018/2019) is right at \$112,039.