

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

April 1, 2019

Happy Monday, everyone!! Below is our weekly administrative report.

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 153 rounds per day. This is UP from the previous week (137 Rounds per day). Throughout the month of March, our facility averaged 150 rounds per day. I was really hoping that we could really get closer to 165 rounds per day, however, our wet month didn't allow for it. The weather forecast for the next week or so looks a little suspect. We have a 50% chance of rain tomorrow morning, and an 80% chance on Friday.
 - Member Rounds = 297 → Prior Week = 306
 - Outing Rounds = 156 → Prior Week = 0
 - Public Rounds = 617 → Prior Week = 656
- Membership – We added a Silver Membership, a Platinum Membership, and many Summer Memberships over the past 7 days. We also re-activated a member that was on Leave of Absence for an injury.
- A La Carte Sales: \$14,590 (Prior week was \$19,246).
- On Course Sales: \$2,903 / \$2.71 per round vs Last week's results (\$2,218 / \$2.31 per round).

- **Personnel Update**

- **Sales Update –**

Last week we closed on:

(2018/ 2019 budget)

Highland Ag Meeting- \$350

FL Impact Softball Outing- \$4500

One Source Retirement Party- \$2000

Nanda Wedding- \$4500

(2019/2020 budget)

DAR Bartow Luncheon- \$900

Garcia Brown Wedding- \$4000

Boehm Outing- \$5500

Badcock meeting- \$1200

Red Hats Luncheon- \$2900

- **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)
- We have purchased advertising space with the Osprey Observer. They have multiple papers for different areas of Hillsborough county. We have decided to put a full page color ad promoting our Summer Membership in the Valrico/Bloomingdale edition, as well as the Fishhawk edition.
- We are fine tuning the Newsletter for April. This will be sent out later this afternoon or first thing tomorrow.
- We are prepping for another Bridal Show in May
- We have an "all Tampa" Golfnow email scheduled to go out today. 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 – 485
- Revenue – (\$13,163)
- EBITDAR – (\$23,913)
- **Forecast Numbers relative to April budget –**
 - Rounds – 598
 - Revenue – (\$6,016)
 - EBITDAR – (\$5,753)
- **End of Year Forecast**
 - My current end of year forecast (2018/2019) is right at \$114,496.
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