

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

April 15, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 121 rounds per day. This is DOWN from the previous week (137 Rounds per day). The weekend was slow, but I feel that the Masters Tournament (Tiger in the final grouping) played a big factor in the slower performance at the facility. It is evident that the season is coming to a close rather rapidly. We continue to monitor what our competitors are doing (rate-wise / business wise) and are adjusting to what we feel will maximize our business/utilization on the tee sheet. With the exception of Friday, the weather forecast looks great. We have a smaller cool front coming through which should help us over the weekend. We will be getting very aggressive on "rate" on Easter Sunday (typically one of the slowest days of the year).
 - Member Rounds = 351 → Prior Week = 365
 - Outing Rounds = 43 → Prior Week = 0
 - Public Rounds = 454 → Prior Week = 605
- Membership – The Summer Memberships continue to roll in. We are currently right around 75 memberships with a couple weeks to go.
- A La Carte Sales: \$14,654 (Prior week was \$17,965). We are beginning to fill up for the Easter day festivities. We are at 93 for the Easter Egg Hunt / Brunch on Saturday, and at 388 for the Brunch on Sunday. The 2pm seating is filled up, but we do have some space available for the 11am seating. We will be working to modify some of the morning hours for the Trophy Room. We will scale back on the breakfast sandwich hours on Monday – Thursday and will begin bringing a Server in at 9am. We are in the process of getting a small refrigerator in the Golf Shop (provided by Coke) to service any golfer needs prior to a server arriving at the facility.
- On Course Sales: \$1,669 / \$1.97 per round vs Last week's results (\$1,934 / \$2.01 per round).

- **Personnel Update**

We have "all-staff" meetings scheduled for next week.

- **Sales Update – events booked this past week.**

ABWA Seminar- \$2275

Beacon Terrace Holiday- \$1500

Petroff Brown Wedding- \$6000

- **Product Update**

- The golf course continues to be in great shape. We verticut the greens this morning for the first time this year, and will do it in the opposite direction again tomorrow. The greens as a whole are in great shape, weed pressure is low, and the overall condition of the turf is very good heading into the summer months.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Event Calendar, Community League, Wine and 9, Easter Festivities, Live Music Night, Super Senior Championship, Club Championship, Brooke Bennett Swim Academy)
- 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/Bloomingtondale edition, as well as the Fishhawk edition. The first one should hit mailboxes today.
- We are prepping for another Bridal Show in May
- **Forecast Numbers relative to April budget –**
 - Rounds – 259
 - Revenue – (\$30,860)
 - EBITDAR – (\$23,144)
- **Forecast Numbers relative to April 2018 –**
 - Rounds – 602
 - Revenue – \$33,871
 - EBITDAR – \$15,284
- **End of Year Forecast**
 - My current end of year forecast (2018/2019) is right at \$108,985.
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