

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

April 22, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 131 rounds per day. This is UP from the previous week (121 Rounds per day). Considering the fact that Good Friday (typically a very busy day) was washed out, and we had Easter (typically a very slow day industrywide), I'm very pleased with the results. The weather forecast is looks decent for the next 15 days, and I anticipate that we continue to average roughly 130 rounds per day through the end of this month.
 - Member Rounds = 354 → Prior Week =351
 - Outing Rounds = 0 → Prior Week = 0
 - Public Rounds = 563 → Prior Week = 454
- Membership – We are currently at 130 Summer Memberships sold. I'm forecasting that we will sell 225 Summer memberships.
- A La Carte Sales: \$29,911 (Prior week was \$14,654). The good results this week are a direct result of the Easter Holiday. We had 104 ppl in the house on Saturday for the Easter Egg Hunt / Brunch, followed up by 387 on Easter Sunday for Brunch. Looking ahead to next year, I believe that we will push the seatings back one hour (noon & 3pm) to better accommodate the church crowd.
- On Course Sales: \$1,940 / \$2.12 per round vs Last week's results (\$1,669 / \$1.97 per round).

- **Personnel Update**

We have "all-staff" meetings scheduled for Tuesday (noon & 4pm). We will be reviewing Safety, Customer Service (ACE), the Summer Program, Status of the Club, Capital Updates, Brooke Bennett Swim Academy, New Pool Sign-in procedures, World's Largest Golf Outing, Employee Survey that goes out on May 1st, Sales efforts, etc.

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

Principato Graduation- \$500

- **Product Update**

- The golf course continues to be in great shape. 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 hit mailboxes last week, and the other edition should hit on May 1st.
- We are prepping for another Bridal Show in May

- **Forecast Numbers relative to April budget –**
 - Rounds – 148
 - Revenue – (\$38,365)
 - EBITDAR – (\$27,723)
- **End of Year Forecast**
 - My current end of year forecast (2018/2019) is right at \$116,860. This number is contingent with us selling 225 Summer Memberships.