

# EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

**April 29, 2019**

## - **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 138 rounds per day. This is UP from the previous week (131 Rounds per day).
  - Member Rounds = 320 → Prior Week = 354
  - Outing Rounds = 47 → Prior Week = 0
  - Public Rounds = 602 → Prior Week = 563
- Membership – Last week, we added an annual Social Membership, a couple Silver Memberships, and a Gold Membership. The current count for Summer Memberships is right at 140. I'm working on a referral program for the Summer Members to make one final push heading into May.
- A La Carte Sales: \$14,997 (Prior week was \$29,911).
- On Course Sales: \$1,623 / \$1.67 per round vs Last week's results (\$1,940 / \$2.12 per round).

## - **Personnel Update**

Last week, we had two "all staff" meetings. We have the final meeting today.

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

We only closed on one event last week (\$500). We do have a good lead for a large two-day outing. I feel pretty good at this point that we have a good chance to steal this event from a local competitor. Additionally, we gave three wedding tours on Saturday (all 2020 weddings).

## - **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.
- Our water and ice station was delivered last week. I'm waiting for our electrician to come take a look on setting it up.
- We did order a new A/C unit for the Trophy Room. This is scheduled to be installed on Tuesday. This unit is one of the original units from when the clubhouse was built. This is the unit that shakes the proshop and continues to have issues. One of the motors went bad in it last week.

## - **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Event Calendar, Community League, Wine and 9, Club Championship, Brooke Bennett Swim Academy, Bingo Night, Prime Rib Night, Mother's Day Brunch, etc)
- We are prepping for another Bridal Show in May to be held at the RP Funding Center.

## - **Forecast Numbers relative to April budget –**

- Rounds – 268
- Revenue – (\$52,397)
- EBITDAR – (\$37,698)

- **Forecast Numbers relative to April 2018 –**
  - Rounds – 611
  - Revenue – 12,074
  - EBITDAR – 470
  
- **End of Year Forecast**
  - My current end of year forecast (2018/2019) is right at \$110,334.