

# EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

April 8, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 137 rounds per day. This is DOWN from the previous week (153 Rounds per day). Our “season” is winding down. A lot of the snowbirds are heading back north for the summer, and the weather is beginning to heat up. The new range ball program seems to be going well. We are averaging \$1.79 per round in non-member range revenue.
  - Member Rounds = 356 → Prior Week = 297
  - Outing Rounds = 0 → Prior Week = 156
  - Public Rounds = 605 → Prior Week = 617
- Membership – The summer memberships are rolling in. I believe we are currently right around 33 summer memberships that are sold. At this point last year, no summer memberships were sold and the program was still be developed.
- A La Carte Sales: \$17,965 (Prior week was \$14,590). We had a great Prime Rib Night. Easter Reservations are filling in nicely. The 2pm seating is getting close to filling up, and the 11am seating is getting there.
- On Course Sales: \$1,934 / \$2.01 per round vs Last week’s results (\$2,903 / \$2.71 per round).

- **Personnel Update**

- **Sales Update –**

We closed on two events last week:

Brown Castillo Wedding- \$7500

Williamson Garringer Reception- \$4750

- **Product Update**

- The golf course continues to be in great shape.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef’s Features, 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 prepping for another Bridal Show in May

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

- Rounds – 500
- Revenue – (\$13,745)
- EBITDAR – (\$9,789)

- **End of Year Forecast**

- My current end of year forecast (2018/2019) is right at \$113,865.