

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

May 13, 2019

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

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 131 rounds per day. This is UP from the previous week (126 Rounds per day). We had the Roger Evans Memorial Tournament this past Friday which was a great (NEW BUSINESS) event (\$85 per golfer). They were very pleased with how everything went, and already have their date picked out for next year.
 - Member Rounds = 404 → Prior Week = 358
 - Outing Rounds = 84 → Prior Week = 58
 - Public Rounds = 426 → Prior Week = 468
- Membership – We are up to 170 Summer Memberships. I think we should be able to get it close to 200 memberships before then end of this month. We did add two new FAMILY GOLD memberships on Friday. This year's Member Guest Tournament is currently at 54 teams (42 last year). This event is scheduled for May 17th – 19th. This is our HIGHLIGHT Tournament of the year for the Members.
- A La Carte Sales: \$27,070 (Prior week was \$16,125). We had a busy Wednesday night in the Trophy Room, followed up by a really nice Mother's Day Brunch on Sunday.
- On Course Sales: \$2,495 / \$2.73 per round vs Last week's results (\$2,091 / \$2.37 per round).

- **Personnel Update**

No updates to report.

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

It was a slow week on the Sales Front. We were able to rebook the Roger Evans Memorial Golf Outing. Ivy and Cassidy are prepping for the Bridal Show that is this Sunday at the RP Funding Center. Our VIP Tournament is currently at 20 teams (which is great). Most of these people playing in this event host golf outings throughout the county. Our goal is to give them a taste of Eaglebrooke, in hopes that they move their event over here.

- **Product Update**

- The golf course continues to be in great shape.
- Our water and ice station was delivered last week. The electricity was ran on Friday, and we will be getting it plumbed sometime this week. It should be operational by the weekend.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Event Calendar, Community League, Bingo Night, Trivia Night, Memorial Day Events, etc)
- Text Message Marketing – weekly events at the Club.

- **Forecast Numbers relative to May budget –**
 - Rounds – 795
 - Revenue – \$16,152
 - EBITDAR – \$19,993

- **End of Year Forecast –** We are currently forecasting for the End of Year EBITDAR to be \$118,404. This is ahead of the proposed budget by \$75,080.

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