

EAGLEBROOKE GOLF CLUB ADMINISTRATIVE REPORT

April 6, 2019

- **Rounds & Revenue Performance**

- Over the past 7 days, Eaglebrooke has averaged 126 rounds per day. This is DOWN from the previous week (138 Rounds per day). All-in-all we are pleased with this performance, and hope to continue this trend through our Aerification day (May 30th).
 - Member Rounds = 358 → Prior Week = 320
 - Outing Rounds = 58 → Prior Week = 47
 - Public Rounds = 468 → Prior Week = 602
- Membership – We are up to 153 Summer Memberships + whatever was collected over the weekend. These memberships will continue to trickle over the coming weeks. In addition to them trickling in, we are creating a Summer Sizzle referral program that will run for 1 week only near the end of this month. One member upgraded his account from a Silver Member to a Gold Member 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: \$16,125 (Prior week was \$14,997). We had a decent Prime Rib Night on Friday with 51 people eating off of the buffet. We are gearing up for a nice Mother's Day Brunch coming up on Sunday. We anticipate 350 or so to join us on Sunday.
- On Course Sales: \$2,091 / \$2.37 per round vs Last week's results (\$1,623 / \$1.67 per round).

- **Personnel Update**

We finished up our All-Staff Meetings last week. I received a lot of good feedback from our team members. Additionally, the Billy Casper Golf Employee Survey was sent out to everyone on Wednesday, May 1st.

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

We had a good week on the Sales front, closing just over \$13K in business:

(2018/2019 Budget)

Foxen Baby Shower- \$700

BCU Legacy Luncheon- \$3500

N Lakeland Rotary Dinner- \$1400

Koch Baby Shower- \$800

(2019/2020 Budget)

FAAPC Holiday- \$3500

Ed Jones Luncheon- \$750

DAR Benefit Luncheon- \$2500

- **Product Update**

- The golf course continues to be in great shape. I had one of our long standing members tell me on Saturday that the Greens are the best he has seen them. We did receive close to 4" of rain since Thursday. The golf course is currently "cart path" only. The Driving Range Drainage improvements seem to be working very well. Despite the high rainfall over the last few days, we were able to put mowers out there this morning, and keep it open for business.
- Our water and ice station was delivered last week. We are working with an electrician to get power ran to where we would like to place the unit.
- The new A/C unit for the Trophy Room was installed on Tuesday.

- **Marketing / Programming Update**

- Member and Resident email for the week (Chef's Features, Event Calendar, Community League, Wine and 9, Brooke Bennett Swim Academy, Bingo 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 May budget –**

- Rounds – 904
- Revenue – \$15,773
- EBITDAR – \$22,547

- **End of Year Forecast**

- March & April were tough months for us (relative to budget). We are still on track YTD, and we anticipate a good summer. My current end of year forecast (2018/2019) is right at \$116,996.