



# **Golf Pro Report**

**To: Golf Commission**

**From: Marc S. Bayram, PGA**

## **February 2021**

### **30-Day Recap of Operations and Benchmarks**

- The Golf Course was closed during the month of January.
- Rates for the 2021 season have been updated on the Timberlin website.
- I have been in contact with the company who produces our scorecards and went over potential advertisers with them. They reached out to local businesses to sell advertising on the scorecards, which offsets the cost. Using Burco Co. for our scorecards allows us to receive 20,000 quality scorecards at no cost to the town, and as an added benefit, allows local businesses in town to advertise at their hometown golf course. The cost savings to the town of Berlin is over \$2,000 per season, this practice was implemented in 2011.
- Registered team Timberlin for PGA Jr League. In 2020 we had 2 teams because of the popularity. We hosted our league in-house because of the pandemic. This year we hope to team up with Shuttle Meadow Country Club to host a league of 4 teams. PGA Jr League is a “little league” style national golf program for ages 13 and under that allows juniors to represent our club and play matches with other area golf courses.
- The tee time policy has been updated on the Timberlin website.
- I have been working with outings and leagues on getting commitments and dates set for events. Contracts have been sent to outing and league coordinators.
- A cabinet for the modems by the back door has been installed along with new wiring. It will look much cleaner.
- Updated the outing food menus to match Remzi’s new fees.
- Spring instruction information for Juniors and Adults will be sent to Debbie Dennis to be put in the Spring Park & Rec Brochure.
- Coaching at the Meriden YMCA will end at the end of February. During the winter months I ran their youth programs voluntarily and offered private instruction. This was a great way to keep golfers engaged in the off-season.
- I was invited to appear on a golf podcast out of East Hartford CT. The podcast was featured on Spotify, Google Podcast, as well as some other platforms. Many of the questions were regarding where I thought the game was headed and some of the things, we did at Timberlin to help promote the game of golf.
- Became certified in Super Speed Golf, U.S. Kids, and Plane Truth for Golfers.
- Participated in a workshop for PGA Professionals as a guest speaker regarding building your brand and coaching. This was attended virtually by 40 fellow PGA Professionals who were looking for insight on these subjects.

### **Successes and Challenges**

- Trying to keep golfers engaged during the Winter months is always a challenge. I try to post and share things via social media to maintain interest during the off-season.
- It is always a challenge putting together the schedules for organizations at Timberlin. Balancing outings, leagues, and association schedules can be difficult, but the associations are flexible and cooperative. Each organizations schedule will be presented at the February Golf Commission meeting.

### **Customer Satisfaction**

- Our rating is extremely high overall compared to other area golf courses on Golf Advisor. Golf Advisor is a website dedicated to providing customers a rating for each golf course in the areas of course layout, value, course conditions, staff friendliness, pace of play, and amenities.

### **Staffing Report**

- We will have little staff turnover in the areas of Golf Shop, Cart Attendants, and Starters.

### **Looking Ahead/Goals**

- Send out an email to our customer database regarding the upcoming season, the rates, as well as when the golf shop will open for season pass sales.
- Firm up staffing commitments and begin scheduling process.
- Proof scorecards for 2021.
- Work with Remzi on setting dates for our special events.
- Contact High School Golf Coaches to get their schedules for the Spring.
- Start getting displays ready for Golf Shop merchandise arrival in March.
- Start working on our rates sign.
- Update the Point of Sale Software and website so they reflect the new fees.
- Set up driving range by rotating mats.
- Continue posting on social media.
- Work on continuing to develop my app.
- Order office supplies for the start of the season.
- Update the website with any new content and the calendar.
- Continue to work with Golf Commission on new, innovative ways to increase play and revenues. Also come up with cost reduction options.