



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

March 2021

30-Day Recap of Operations and Benchmarks

- The Golf Course was closed during the month of February.
- Timberlin website has been updated, blast email sent out, and point of sale system updated with new rates.
- Timberlin season pass forms have been produced
- High school schedules have been obtained and approved from boys & girls coaches.
- April calendar has been produced and is attached to the report.
- League and outing contracts have been sent out and coordinators have been contacted with our new rates.
- Golf Shop displays have been cleaned and are ready for merchandise arrival in early March.
- Spring instruction information for Juniors and Adults has been sent to Debbie Dennis to be put in the Spring Park & Rec Brochure.
- Rates sign is in the process of being updated.
- Have been in contact with the St. Paul School in Berlin and have set up their Spring Golf Program.
- Dates have been set for free lesson days.
- Met with marketing company and began planning.

Successes and Challenges

- We are opening 3-4 weeks later than 2020. These are days and weeks we cannot make up for unfortunately.

Customer Satisfaction

- Going to really stress to the staff the importance of providing great customer service and how rewarding it is to see such positive reviews on Golf Advisor, Facebook, and Google. I would also like to somehow encourage customers to review us (good or bad). I have seen other businesses encourage reviews by posting signage. I plan on doing the same.

Staffing Report

- I have acquired 90% of our golf operation staff for the season. Most are returnees along with a few new staff members. For the day to day operation I must acquire and supervise a total of approximately 30 staff members between the cart attendants, starters, and golf shop staff. Fortunately, we do not have a lot of turnover.

Looking Ahead/Goals

- Start checking in merchandise for the Golf Shop.
- Open driving range.
- Start advertising all our Spring Junior and Adult instructional programs. This will be done through blast email marketing and social media.
- Prep for April Jr Camp and Classes
- Work on marketing content.
- Set up Mens and Ladies Club events in golf genius.
- Create, Print, and Cut cart signs for the new carts.
- Host orientation for cart attendants.

- Train any new staff.
- Set up tee sheet with events.
- Continue posting on social media.
- Update the website with any new content.
- Continue to work with Golf Commission on new, innovative ways to increase play and revenues.