



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

April 2021

30-Day Recap of Operations and Benchmarks

- The Golf Course opened on Tuesday March 23rd.
- Revenue comparison 2020-2021:
 - 2021 (thru March 2021)
 - SEASON PASSES - \$136,500 (182 passes)
 - GREENS FEE - \$13,459.75 (1,151 rounds)
 - CART FEE – \$9,799.50
 - 2020 (thru March 2020)
 - SEASON PASSES - \$96,225 (131 passes)
 - GREENS FEE - \$29,815.75 (2,324 rounds)
 - CART FEE – \$16,290.94
- Blast email newsletter was sent on April 1st
- Met with both Boys & Girls High School teams to go over rules for the course and driving range as well.
- Began registration for PGA Jr League already 30+ registered. Starts in June.
- Conducted Junior Clinic during April school break. We had 36 participants.
- Women and Wine Clinics start in April. 60+ signed up for week 1.
- Leagues have been finalized; we will be hosting 14 official leagues Monday-Friday.
- The Golf Shop is fully stocked.
- I asked the parks & rec department if they could promote our beginner clinics and junior programs and was told they did not have room to advertise programs at Timberlin. We will continue to blast email and post via social media.
- At a previous meeting it was brought up that maybe we can share email databases with the parks and rec department. I inquired and was told they were not comfortable doing so.
- Junior golf program for St Paul Middle School has been developed and will start April 21. The 6-week program is for students at the school.
- I started a mixed league on Friday nights. The 1st week was postponed due to inclement weather. I see these events being popular and good for the course and restaurant.
- Ran a “Masters” contest to try and engage our social media following. I gave away a Taylor Made Hybrid to the winner.

Successes and Challenges

- We have had a successful start to the season. Our equipment has been working and we have had a smooth start to the year.

Customer Satisfaction

- We have received exceptionally good reviews on google, golf advisor, etc. We encourage customers to review us.

Staffing Report

- New staff has been trained on the software and golf shop procedures.
- By mid-April, all staff will have started their duties.
- Brandon Funari and Geno Giancola have stepped up big to start the season and are doing a great job. I am greatly confident with the team we have at the course this season.

Looking Ahead/Goals

- Leagues begin in April.
- Build plans for our junior and women's instructional programs.
- Send out aeration email.
- Record golf instructional videos to share with customers via social media.
- Host a successful Spring Jr program and try and gain interest for our Summer programs.
- Set up electronic tee sheet to reflect our outing, league, and organization schedule.
- Have successful opening days for each organization.
- Create, Print, and Cut cart signs for the new carts.
- 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.