



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

May 2021

30-Day Recap of Operations and Benchmarks

- Play and Revenue Stats (Thru May 16)
 - 2021
 - Season Pass - \$167,710
 - Greens Fee - \$128,353.34
 - Cart Fee - \$71,290.00
 - TOTAL REVENUE - \$367,353.34
 - TOTAL ROUNDS – 8,929
 - 2020
 - Season Pass - \$126,520
 - Greens Fee - \$117,910.50
 - Cart Fee - \$52,195.56
 - TOTAL REVENUE - \$296,626.06
 - TOTAL ROUNDS – 6,289
- During Spring school vacation, we hosted a week-long junior clinic. We had 36 participants in total.
- The Women & Wine golf clinics have been promoted and started in April. These clinics will be held every Monday through July and are designed for women of any skill level. Our first few sessions have had 60+ women.
- Online starting times became available in April. There is no discounting when booking online.
- All leagues have started their seasons.
- Website continues to be updated when necessary.
- The Golf Shop is fully stocked.
- We have hosted 3 Timberlin Mixed League nights and they have been extremely popular.
- We successfully hosted a pro-am and CT Amateur qualifier. The feedback on the golf course was great.
- St Paul Middle School Golf Clinics have begun with 12 total participants.
- Created Outing schedule and coordinated with Remzi to ensure no double bookings.

Successes and Challenges

- I am extremely pleased with the teamwork this year. Jerry and I are working very well together to keep customers happy and resolve any conflicts that arise.

Customer Satisfaction

- We continue to get great reviews on Golf Advisor. We encourage customers to review us as we are confident, we provide a great public golf experience.
- I have heard lots of great feedback on our marketing campaigns through social media and email marketing.

Staffing Report

- Starting April 15th, we are fully staffed with Starters and Cart Attendants.
- I am pleased with the staff so far this season. I encourage all staff members to be friendly and always give the customers the benefit of the doubt during a potential conflict. Timberlin has been a very pleasant place to be this year because of the staff friendliness.

Looking Ahead/Goals

- Start advertising for Summer Junior Programs as well as other instructional programs offered.
- Promote mixed Friday night events.
- Blast email when we are aerating to inform customers.
- Monitor staff and adjust their daily routines as deemed necessary.
- Update tee sheet.
- Finalize Junior League and Junior Club Schedule.
- Work with each organization to ensure their events are running the way they would like.
- Continue to successfully manage the busy day-to-day operation.