



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

October 2021

30-Day Recap of Operations and Benchmarks

- Attached is a revenue comparison report for 2020-2021
- We hosted a night golf fundraiser for the T-Cop Foundation on October 1st.
- The Senior Men and Lady Niners held their closing day events. The Men's and Ladies Clubs closing day events are scheduled for October.
- St. Paul Fall Junior program has started and will be completed in October.
- We are starting to get some requests for a fall discounted rate.
- In September we successfully hosted many large outings. Our golf outings come back year after year because they enjoy the entire golf experience from the course, to the service, to the food. We definitely specialize in hosting successful outings both large and small. I give a lot of credit to the staff and organization. We have half the tournament staff that most other courses have and still get the job done.
- Fall PGA Jr League is in full swing and we have 25 total kids participating ages 7-13.
- Starting October 4th, we moved our first starting time of the day to 7:30am. This is because of potential frost delays and darkness.
- We continued the women and wine clinics through September in to October due to overwhelming popularity.
- Most of the leagues completed play by the beginning of October.
- The high school boys season moved to the Fall this year. It was a great change. At Timberlin we are unique in the sense we have largely populated boys and girls teams. When they both play the same season in the Spring, along with leagues playing, the course and practice areas become too congested and it creates issues.

Successes and Challenges

- We are one of the highest rated area golf courses on Golf Now.
- We still receive complaints regarding the phone lines. It is confusing to customers to receive the message "voicemail not set up yet." I know I say this every year, but we really could use a busy signal instead. Either that, or we set up a voicemail box and make it known that we periodically check voicemail and tee time bookings will not be accepted via voicemail.

Customer Satisfaction

- We are rated high on many important platforms (GolfNow, Google, and Facebook). I make sure to share this with the staff to keep them motivated! We also have done well on our social media platforms.

Staffing Report

- With the season winding down, we will be beginning cutting down on staff. Afternoon starters will stop working by the end of October. We are skeletal in our crew right now for Golf Shop operations, however managing to be as efficient as we can be.

Looking Ahead/Goals

- Communicate with customers starting time changes to weekdays and weekends.
- Work with maintenance staff on frost delays.
- Promote Golftoberfest, an event Remzi and I run each year.
- Continue to closely track Golf Now and how to best utilize it.
- Update the tee sheet through October ensuring it reflects the intended schedule.
- Host closing day for both Mens and Ladies Clubs.
- Continue updating the website and blast email marketing when time permits.
- Start advertising any potential fall rates and fall specials.
- Continue posting on Facebook and Instagram when time permits.