



# Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

## November 2021

### 30-Day Recap of Operations and Benchmarks

- **IMPORTANT** Attached is a 5-year revenue summary 2017-2021.
- We hosted three night golf events in October. This is always a popular event; however, damage and litter are inevitable. This year was much better than years past, however.
- Remzi and I held our end of year Golftoberfest event. We had 120 players play.
- We had 10 Veterans play on Veterans Day in which we offered complimentary greens fees for active military and Veterans. This is always very well received by the public. A blast email was sent out regarding this promotion.
- Assistant Golf Professionals Brandon Funari and Geno Giancola ran fall PGA junior league for ages 7-13. Overall, the junior golf programs are in exceptionally good health at Timberlin.
- Starting at the end of October, we moved the first starting time on weekdays to 8:30am and weekends to a 9:00am shotgun. This practice is done because of potential frost delays.
- I have begun working on the schedules for next year including the Men's Club, Women's Club, Leagues, and Outings.
- I met with Golf Now to discuss our year. I told our rep other than the point of sale and online tee time capabilities; we really were not utilizing them. We do not use their marketing anymore, and rarely book tee times online as they are already taken by phone. I told our rep to reach out to Jerry to discuss our future with them. We need their point of sale and online tee time capabilities, but past that there is not much more necessary. We only need to give them one trade time versus two trade times.

### Successes and Challenges

- This is the time of year that we get many requests for gift cards since it is the holiday season. We continue to be behind other courses in our online gift certificate offerings. We have gone over this in the past, but nothing was accomplished. The capability is out there. It is looking like I will continue to mail out gift cards we take over the phone in 2021. This limits us to selling only during business hours and we are undoubtedly losing sales because of our lack of offering online.
- Overall, it has been a particularly good year with revenue per round as we are averaging \$28.21 per round played in 2021 compared to \$24.88 per round in 2020.
- Scheduling for events is a bit of a challenge since there is potential the aeration schedule could be different if we have a new maintenance staff next season. It would be good to make sure the aeration schedule stays the same for next season if a contractor were hired. This way it does not have a negative impact on outings that have booked.

### Customer Satisfaction

- I was worried about customers paying the fee this season with our lack of specials; however, they are doing so and that is why our revenue per round is up. We continue to get positive reviews on the experience of the customers which always helps our reputation.

- Customers enjoy our communication via blast email and social media which is great for messages we need to get out quickly like frost delay info

### **Staffing Report**

- The cart attendants have ended their required duties for the season. They are only “on call” at this point if we expect a busy day.
- I am beginning to gather info on whether employees are anticipating a return in 2022. I have received inquiries from interested potential employees, so even if some current staff members leave, I should be able to fill their positions quickly. My question is what is the town’s plan for cart attendants next year?

### **Looking Ahead/Goals**

- Finalize Instructional Program Scheduling for 2022.
- Meet with sales reps to secure 2022 prebook orders for the golf shop.
- Continue working on 2022 schedule for outings and leagues.
- Thoroughly clean the Golf Shop/Office after Golf Course Closing.
- Work with Golf Commission on rates discussion for 2022.