



# **Golf Pro Report**

**To: Golf Commission**

**From: Marc S. Bayram, PGA**

## **January 2022**

### **30-Day Recap of Operations and Benchmarks**

- The Golf Course was open 11 days in December. This was 3 days more than December of 2020.
- Revenue comparison report has been updated through December and is attached.
- I spoke with the PGA of America to see if they had a way to track operational benchmarks and had a process we could use. They do have a resource for us, I am currently working on getting them our data to analyze. It comes at no charge to the facility since I am an active Class A member of the PGA of America. Hopefully it is something we can use, as soon as I have the monthly report they supply using our data, I will distribute.
- The Golf Shop stayed open until December 22<sup>nd</sup> for gift card sales for the holidays.
- Brandon and Geno will be coaching at the Meriden YMCA this Winter. They have a golf simulator and gymnasium. They will be running their youth programs over the winter as well as conducting private lessons. The NB-Berlin-Meriden YMCA organization also hosts summer camps like Camp Thundermoon in Berlin. We are discussing a specialty sports camp for the summer at Timberlin.
- There is no plan for any golf shop renovations this off-season.
- I renewed my subscription with Golf Genius Premium Tournament Software. The use of their premium software enhances the league and outing experience at Timberlin. The total cost is \$3,100 for the year. The Timberlin Men's Club absorbs about 30% of the total cost for the program. The other 70% of the cost is paid for by my business with the help of outings at Timberlin. This investment makes it more efficient for me to set up and score outings & tournaments, overall enhancing tournament experiences at the golf course.
- I researched companies who offer the GPS chip and found 2 third-party companies. Tag Marshal and Fairway IQ. Fairway IQ was the better of the two options based on references, price, and service. I have attached some information regarding the product. They would like to attend our next meeting to answer any questions the Commission may have.
- Dates have been set for junior clinics and women & wine clinics as well as all of our junior programs including the new Future Stars Academy. The website has been updated with this information.
- I have been working with each organization on their event schedule for 2022. They are attached for approval.
- I spoke with Kevin Delaney regarding gift cards. He was surprised to hear other courses were doing it and we weren't. After explaining to him the missed opportunities the town has regarding the lack of 24-7 sales, he said he would look into how Stanley Golf Course does it. I am unsure it was explained to him correctly, the credit card fees are included in the 5% of the sale, he was unaware of that. His main concern seemed to be security of information, he referred to the SOC report again. Hopefully we can offer this in 2022, but unsure at this point.
- I have updated the website with everything except the 2022 rates that are to be determined. Also have updated the automated phone message for the golf shop with info on how to contact me in the off-season if anything is needed by the customer.

### **Successes and Challenges**

- I feel we once again lost sales during the holiday season by not offering gift cards online. I did speak to the Finance Director on this, the future of this looks to be unclear, although he said he would look in to how other courses do it.

### **Customer Satisfaction**

- We finished the season with a 4.4 out of 5 rating on Golf Now. Here is the breakdown of aspect that go into their reviews.
  - Conditions 4.4
  - Value 4.5
  - Layout 4.6
  - Friendliness 4.6
  - Pace 4.1
  - Amenities 4.1

This puts us 10<sup>th</sup> on their list of courses to play. Notable courses we are behind are Stanley GC, Keney Park, and Wintonbury Hills.

### **Staffing Report**

- This time of year, I start gathering staff for the upcoming season. This process will last until late February. For cart attendants it is on hold until we know what is going on with town employees.

### **Looking Ahead/Goals**

- Work with Remzi on setting dates for our events Friday Night Mixed Golf, Golftoberfest, Etc.
- Contact Girls High School Golf Coach to get the schedule for the Spring.
- Contact staff members to see their plans for 2022.
- Once rates are set, reach out to Outings and Leagues to ensure their commitment to Timberlin and the 2022 season.
- Once rates are set, update the Point of Sale Software and website so they reflect the new fees.
- Start working on scorecards for 2022 with Burco.
- Thoroughly clean Golf Shop and offices and dispose of any unwanted displays.
- Update the website with any new content.
- Continue to work with Golf Commission on new, innovative ways to increase play and revenues.