



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

February 2022

30-Day Recap of Operations and Benchmarks

- The Golf Course was closed during the month of January.
- Rates for the 2022 season have been updated on the Timberlin website.
- I have been in contact with the company who produces our scorecards and went over potential advertisers with them. They reached out to local businesses to sell advertising on the scorecards, which offsets the cost. Using Burco Co. for our scorecards allows us to receive 20,000 quality scorecards at no cost to the town, and as an added benefit, allows local businesses in town to advertise at their hometown golf course. The cost savings to the town of Berlin is over \$3,000 per season, this practice was implemented in 2011.
- Registered team Timberlin for PGA Jr League. In 2021 we had 6 teams because of the popularity. We hosted our league in-house because of the size. We have the 2nd largest program in the state of CT next to Lyman Orchards. PGA Jr League is a “little league” style national golf program for ages 17 and under that allows juniors to represent our club and play matches.
- My free instruction plan for Timberlin in 2022 is to host 1 or 2 free lesson days as I have in the past, but also to provide our marketing manager with free instructional videos that she can use through blast emails and social media. I do this on a weekly basis typically.
- I have been working with outings and leagues on getting commitments and dates set for events. Contracts have been sent to outing and league coordinators with the new changes. A recommendation was made by a commissioner following the contract approval to clear up some of Remzi’s pricing and also that multiple forms of payment will be needed. Currently I send out invoices following the event specifying the forms of payment and the outings have 1 week to submit payment. This is also in the contract.
- I spoke with our GolfNow sales rep Lindsey. Our contract that was signed in 2020 auto-renews each February so we are tied into the same contract for this year. Before my conversation with her on 2/9/22. I met with her via zoom in the fall 2021 and since then her and Jerry have been communicating about our partnership with GolfNow.
- The town has been working on cleaning up the Ladies Lounge where they found mold. The lockers are coming out and replacement is being looked in to.
- Updated the outing food menus to match Remzi’s new fees.
- Spring instruction information for Juniors and Adults will be marketed through blast email, website, and social media. I reached out to a member of Parks & Rec and they no longer distribute a brochure. She suggested that I post on the various Berlin Facebook pages including the Town of Berlin’s.
- Certifications earned this winter include U.S. Kids Certified Coach Level 2 and ADM (American Development Model) Certified.
- I sent a blast email regarding the approved rates for 2022.

Successes and Challenges

- Trying to keep golfers engaged during the Winter months is always a challenge. I try to post and share things via social media to maintain interest during the off-season.
- It is always a challenge putting together the schedules for organizations at Timberlin. Balancing outings, leagues, and association schedules can be difficult, but the associations are flexible and cooperative.

Customer Satisfaction

- Our rating is extremely high overall compared to other area golf courses on Golf Advisor. Golf Advisor is a website dedicated to providing customers a rating for each golf course in the areas of course layout, value, course conditions, staff friendliness, pace of play, and amenities.

Staffing Report

- We will have little staff turnover in the areas of Golf Shop, Cart Attendants, and Starters. This is a major positive in these specific areas as positive relationships have been built.

Looking Ahead/Goals

- Firm up staffing commitments and begin scheduling process.
- Proof scorecards for 2022.
- Work with Remzi on setting dates for our special events and mixed league.
- Contact Girls High School Golf Coach to get their schedules for the Spring.
- Start getting displays ready for Golf Shop merchandise arrival in March.
- Start working on our rates sign.
- Update the Point of Sale Software and website so they reflect the new fees.
- Set up driving range.
- Continue posting on social media.
- Order office supplies for the start of the season.
- Update the website with any new content and the calendar.
- Continue to work with Golf Commission on new, innovative ways to increase play and revenues. Also come up with cost reduction options.