



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

March 2022

30-Day Recap of Operations and Benchmarks

- The Golf Course was closed during the month of February.
- Timberlin website has been updated, blast email sent out, and point of sale system updated with new rates.
- Timberlin season pass forms have been produced
- High school schedule has been obtained and approved from girls' coaches.
- April calendar has been produced and is attached to the report.
- League and outing contracts have been sent out and coordinators have been contacted with our new rates.
- Golf Shop displays have been cleaned and are ready for merchandise arrival in early March.
- Spring instruction information for Juniors and Adults has been sent out via blast email and social media.
- Rates sign is in the process of being updated.
- Have been in contact with the St. Paul School in Berlin to set up their Spring Golf Program.
- Met with marketing company and began planning. Every month our marketing manager sends me a spreadsheet of themes each day and I send her content. It works great and we all stay in the face of customers via social media. Also, a monthly newsletter goes out via email blast. Social media doesn't hit everyone, but what it does do is creates awareness and spreads via word of mouth. Example being our Women and Wine clinics.
- Started updating tee sheet with leagues, outings, tournaments, day-to-day play
- Met with GolfNow and have a nice plan to utilize dynamic pricing
- I have not heard a follow-up from the finance department on if we could sell gift cards online so this will again be tabled going into the season.
- Outing contracts were sent out in February. To date only 3 deposits have been made for 2022 outings. We have verbal commitments from many, but no contracts/deposits yet. I have given a deadline of 4/1/22 for this.
- The GPS in golf carts has been put on hold to my knowledge.
- Applied for Director of Golf position.

Successes and Challenges

- We have picked up a couple new leagues including a Veterans league on Thursday nights. The connection here was made through the CT PGA Pro-Veteran Championship I participated in last September. One of the Veterans I was paired with hosted a league at Keney Park and reached out to me in February. The timing and day of his league was perfect for fitting in on Thursday nights. I am very excited to host this league of Active Military/Veterans.

Customer Satisfaction

- Going to really stress to the staff the importance of providing great customer service and how rewarding it is to see such positive reviews on Golf Advisor, Facebook, and Google. I would also like to somehow encourage customers to review us (good or bad). I have seen other businesses encourage reviews by posting signage. I plan on doing the same.
- On Facebook we received a message from a Cromwell resident who said they would love to see towns like Cromwell who do not have a public golf course receive Berlin resident rates. I do realize they are not taxpayers, but this I believe is something Stanley GC does for Newington residents. Also, in the

past we did give Cromwell and Plainville residents the resident rate to try and attract players from adjacent towns without a public golf course. This was 7-8 years ago. Something for the Commission to discuss, I am relaying the suggestion from Facebook.

Staffing Report

- I have acquired our golf shop staff for the season. Not any turnover. Most are returnees. I will start contact cart attendants soon, with the loss of TJ Clark to relocation, finding staff during the day may be a challenge, but I will figure it out.
- For the day-to-day operation I must acquire, schedule, and supervise a total of approximately 30 staff members between the cart attendants, starters, and golf shop staff.

Looking Ahead/Goals

- Start checking in merchandise for the Golf Shop.
- Open driving range.
- Start advertising our 2022 Mixed League, a very popular addition to our organized play that I implemented 3 years ago.
- Prep for April Jr Camp and Classes.
- Work on marketing content.
- Continue to set up Mens and Womens Club events in golf genius.
- Create, Print, and Cut cart signs for the carts.
- Host orientation for cart attendants.
- Train any new staff.
- Set up tee sheet with events.
- Continue posting on social media.
- Update the website with any new content.
- Continue to work with Golf Commission on new, innovative ways to increase play and revenues.