



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

May 2022

30-Day Recap of Operations and Benchmarks

- Play and Revenue Stats (Thru May 16)
 - 2022
 - Season Pass - \$192,239
 - Greens Fee - \$120,654.50
 - Cart Fee - \$72,687.24
 - TOTAL REVENUE - \$385,580.74
 - TOTAL ROUNDS – 8,636
 - 2021
 - Season Pass - \$167,710
 - Greens Fee - \$128,383.34
 - Cart Fee - \$71,290
 - TOTAL REVENUE - \$367,383.34
 - TOTAL ROUNDS – 8.930
- During Spring school vacation, we hosted a week-long junior clinic. We had 16 participants in total.
- The Women & Wine golf clinics have been promoted and started in April. These clinics will be held every Monday & Wednesday through September and are designed for women of any skill level. Our first few sessions have had 60+ women.
- Online starting times with dynamic pricing are available. Dynamic pricing helps us fill open times with slightly discounted rates. It looks to be working very well so far this season.
- All leagues have started their seasons.
- Website continues to be updated when necessary.
- The Golf Shop is fully stocked.
- We have hosted 3 Timberlin Mixed League nights and they have been extremely popular. We had 40 total players at the last event.
- We successfully hosted a pro-am. The town generated over \$5k for this event. The feedback on the event was great.
- St Paul Middle School Golf Clinics have begun with 10 total participants.
- Created Outing schedule and coordinated with Remzi to ensure no double bookings.

Successes and Challenges

- Utilizing Golf Genius tournament software has been a great success in the areas of Mens and Womens Clubs, Golf Outings, and the Mixed League. I purchase the premium version of the software each season which allows for online registrations and live scoring. The cost of this is paid by me with some help from the Timberlin Men's Club.

Customer Satisfaction

- We continue to get great reviews on Golf Advisor. We encourage customers to review us as we are confident, we provide a great public golf experience.
- I have heard lots of great feedback on our marketing campaigns through social media and email marketing.

Staffing Report

- Starting April 15th, we are fully staffed with Starters and Cart Attendants.
- I am pleased with the staff so far this season. I encourage all staff members to be friendly and always give the customers the benefit of the doubt during a potential conflict. Timberlin has been a very pleasant place to be this year because of the staff friendliness.
- I have hired a gentleman named Matt to fill carts with sand 2 days a week. That will be his sole duty and he is an employee of mine, not the town. Matt is blind and also autistic. He is a very nice young man and loves golf. Brandon coaches him weekly. He will have an aid with him each shift.

Looking Ahead/Goals

- Start advertising for Summer Junior Programs as well as other instructional programs offered.
- Promote mixed Friday night events.
- Blast email when we are aerating to inform customers.
- Monitor staff and adjust their daily routines as deemed necessary.
- Update tee sheet.
- Finalize Junior League and Junior Club Schedule.
- Work with each organization to ensure their events are running the way they would like.
- Continue to successfully manage the busy day-to-day operation.