



# Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

## July 2022

### 30-Day Recap of Operations and Benchmarks

- Detailed revenue comparison between 2021-2022 is attached.
- Junior golf programs have started and have been overwhelmingly popular. We have programs for ages 5-17. So far, we have totaled 90+ juniors between our junior clinics (ages 5-10), PGA Jr League (ages 7-17), and junior club (ages 11-17).
- I have been nominated as the CT PGA Player Development Award for 2022. I have submitted my application this month.
- Our pace of play all season has been great. 10-min intervals help and avoiding split tee starts has also been great on weekends.
- I have put in place a new procedure for cart rentals. We have had some challenges controlling single rider carts. The new procedure goes as follows:
  - Golf Shop staff will be asking if players would like a single rider cart, if the answer is yes, they will be charged the additional fee.
  - The Starter will be checking and collecting receipts. Once receipt is checked, they will be handing out the keys confirming the rider.
  - The Cart Attendant will have the carts staged and ready to go, however there will be no key. When Cart Attendants clean the carts after they come in, they will collect keys and deliver to the Starter.
- **This will be communicated to customers, and I am in hopes this will help us overcome some of our current procedural challenges.**
- In June we hosted a large SNEWGA event (Southern New England Women's Golf Association). The players were very happy with their overall experience at Timberlin as noted in a letter from SNEWGA President Debbie Johnson. (See attached)
- I would like to recognize 2 organizations who have really helped our local High School teams. The Lady Niners in the Spring made a \$1,000 donation to purchase shoes for all of the girls on the team along with awarding 1 player a Driving Range Season Pass along with Golf Lessons. The Men's Club has donated golf bags to the entire varsity and JV boys golf team. To my knowledge, no other organizations support their local juniors and high school teams like ours do at Timberlin.
- I would also like to recognize Phil Porter and his family who have purchased benches for the driving range area in memory of his father Chris Porter. Phil's hope is that the parents, grandparents, friends, and family watching their children take instruction or participating in our junior programs will have a nice place to sit and observe. The driving range at Timberlin gets a lot of use by youth golfers and Phil himself has a son who plays in our PGA Jr League. This is a very nice gesture by the Porter family for something that is very special at Timberlin, Junior Golf.
- In July we hosted the Bob Stein Grandparent Grandchild outing. This event was hosted by the Senior Men's Club and an event where grandparents get the opportunity to play with their grandchildren. Bob Stein was a very nice man who took a great passion in this event, and he wanted nothing more than to keep this going after he passed away. After a battle with cancer, he passed back in 2011, which was my first year. Since then, working with John Rao of the Senior Men's Club, we have dedicated this event to Bob and kept it going.

### Successes and Challenges

- We have had an issue again with players waiting for the golf shop to close and sneaking on the golf course. We have caught players even sneaking on the course from the park area as well as right from the parking lot to the 1<sup>st</sup> or 10<sup>th</sup> tee. It would be helpful to have rangers or at least somebody patrolling the parking lot and clubhouse area in the evenings. If we could somehow work that into the budget it would be great. Rangers would also help with controlling cart traffic. We don't have signage, ropes, etc. and it is clear that carts are creating tracks around the greens that is unnecessary. Once the player goes down the 1<sup>st</sup> hole, we lose all control of what happens on the golf course. Pace of play doesn't seem to be as much of an issue, but cart control and late evening play is currently an issue.
- I have been alerted that the town of Berlin is working on an RFP for the Golf Professional position. I plan on bidding on the job. This is the 1<sup>st</sup> time my position has been put out to bid since I began. I understand the procedure has changed in all areas of the town. I will likely ask many of the resident patrons for their support.

### **Customer Satisfaction**

- I encourage everyone to look at the reviews for Timberlin on Golf Advisor and Google.

### **Staffing Report**

- We have a very pleasant staff; it is clear customers feel that way by their reviews on google and golf advisor. I am proud of the staff for always being pleasant in the fast-paced work environment they are thrown in to daily.
- It would be great to have staff uniforms on tournament days to give us a more professional look. In past years I have purchased staff uniforms in hopes of achieving this. It would be nice if the town would provide the town employees (cart attendants) uniforms for tournament days.

### **Looking Ahead/Goals**

- Advertise Fall Junior Programs as well as other instructional programs offered.
- Monitor staff and adjust their daily routines as deemed necessary.
- Continue to keep the tee sheet organized daily with the number of leagues, organizations, outings, and regular play traffic we get each day.
- Work with the Town of Berlin finance department on a possible new point of sale system for 2023.
- Speak with entire staff (cart attendants, rangers, starters, golf shop) for their feedback on things we can do to improve our operations efficiencies.
- Create fall outing schedule for Remzi.
- Continue updating the website and blast email marketing.
- Collect league 2<sup>nd</sup> half payments.
- Create video content for our marketing team.
- Host junior clinics.
- Successfully hold our largest outing of the year, 240-player Ryan Lee Memorial August 5th.