



Golf Pro Report

To: Golf Commission

From: Marc S. Bayram, PGA

August 2022

30-Day Recap of Operations and Benchmarks

- Detailed revenue comparison between 2021-2022 is attached. We are well up over 2021 YTD and significantly up from July 2021 to July 2022.
- PGA Jr. League has ended for the Summer. We are in the process of putting together the Fall program. We had 65 total participants ages 7-17 over the summer.
- Our weekly junior club has been averaging 20 participants. I have noticed a large increase in participation in every program which is amazing. A lot of this is credited to the programs we host, but also the parents being willing to have their children try a recreational activity like golf, in a safe environment. Once they are introduced to the game it is our job as Golf Professionals to keep them interested. I give a lot of credit to my staff of George Claffey, Geno Giancola, and Brandon Funari for executing successful programs.
- The Women & Wine golf clinics continues to popular on Wednesdays from 6pm-7pm. We have averaged 13 participants each week. However, our Monday classes have been very lightly attended over the summer. Other courses like Lyman Orchards host similar clinics to ours and have much better facilities to do so. Even though a lot of our participants enjoy the environment at Timberlin, we simply cannot keep up with offering an adequate practice facility.
- We hosted the Ryan Lee Junior Open for the 11th straight year. This event attracts some of the best junior golfers in the state of CT. With the help of the Lee family the event was a great success with 72 participants.
- A big thank you goes out to Wayne Wright with the town of Berlin for donating a nice table to the Ladies Lounge.
- We successfully hosted our largest outing of the year, the Ryan Lee Golf Classic. We had 232 participants over 2 shotgun starts. The event is very pleased with their experience at Timberlin and they raise a good amount of funds for the community. They also support our junior programs at Timberlin each year as well as the high school boys' team.
- On August 7th, two soon-to-be 4th graders, Ari D'Anna and Ruby Michaud set up a lemonade stand outside the Golf Shop with 100% of the proceeds going to the Berlin Boys & Girls High School teams. They raised \$650 total dollars the teams will split. With their support of our community, the high school teams will greatly benefit. Both Ari and Ruby participate in our PGA Jr League program and are aspiring high school golfers. I want to recognize them for their community service.

Successes and Challenges

- The new cart procedures are undoubtedly helping eliminate the single rider issue we had earlier in the season.
- Over the last month when I have been at the course late, I have repeatedly pulled players trying to sneak out of the 1st and 10th tee. One night I called Jerry and he came to the course along with the Berlin PD. We did not press charges against the players sneaking on, however I feel we did get our point across to 1 particular group of young adults. Next season I would highly recommend a ranger in the evenings to overlook the clubhouse and 1st/10th tee areas.

Customer Satisfaction

- We have been getting very positive reviews on Golf Advisor.

Staffing Report

- Heading towards the end of the summer we will be losing many of our Golf Shop and Cart Attendant staff members who are going back to college.

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.
- 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 2nd half payments.
- Continue posting on social media.
- Host junior clinics.
- Successfully host outings in August.
- Send out Aeration email.