



# **Golf Pro Report**

**To: Golf Commission**

**From: Marc S. Bayram, PGA**

## **September 2022**

### **30-Day Recap of Operations and Benchmarks**

- The Golf Course was open all 31 days in August.
- 2.3% increase in rounds in 2022 and 9.5% increase in revenue.
- Summer Junior Golf Programs have been completed. Fall program dates have been established and promoted.
- Aeration was successful.
- Women & Wine clinics continue Mondays and Wednesdays however have been less attended than years past. I think a few things are happening causing the decline. Some of the women have joined leagues that play in the afternoon. Also, there are programs like ours at both Lyman Orchards and Hawks Landing. Also Shuttle Meadow CC has started a Women's Clinic as well for its membership. We lack adequate resources at Timberlin like our practice facility. Even though we were one of the originators of a Women's Only clinic that included a social aspect to it, we have fallen behind in what we can offer compared to our peers.
- Notices have been put out regarding Golf Shop credit. With the future ownership of the Golf Shop unclear, I have tried to be as courteous as I can to the customers who have credit and give them plenty of notice of expiration.
- The RFP for Golf Professional has been posted and I will be submitting a bid. This is the 1<sup>st</sup> time I have had to bid since I started the position in 2011. I have received an influx of questions and concerns from patrons at the golf course as well as my colleagues which has been a little distracting when performing my normal duties. I continue to do my best with the heavy fall season workload amongst these distractions and the unknowing of the future in my current position.
- We successfully hosted the Ryan Lee Memorial and Ray LaMay Memorial, 2 of our largest outings.
- Hosted our final Mixed League event, we averaged 32 players for each event which is the most since it's inception a few years ago.

### **Successes and Challenges**

- Many of our college age staff members have gone back to school, so staffing always becomes a challenge in the Fall.
- We did not have many rainouts this season fortunately, so a good majority of our leagues have finished their season earlier than last year.
- Since the covid golf boom, all employees involved at the golf course have been asked to do more-with-less. With minimum wage increases, coupled with budget cuts, we are always shorting our staff even though the workload has increased with a substantial increase to our play since 2020. I believe the entire staff at Timberlin has done a great job maintaining the level of service through the increases in play the last 3 years and I want to acknowledge that.

### **Customer Satisfaction**

- We continue to get very positive reviews on Golf Advisor.
- Customers are happy with our marketing strategies.

### **Staffing Report**

- We will have a very light staff this Fall with many of our employees going back to college.

### **Looking Ahead/Goals**

- Prepare for September outings schedule which is very busy.
- Start Fall Junior Programs.
- Continue to keep the tee sheet organized daily with the number of leagues, organizations, outings, and regular play traffic we get each day.
- Create fall outing schedule for Remzi.
- Continue updating the website and blast email marketing.

Many 2023 preparatory items are in a holding pattern with no clear vision as to what the plan is

- Golf Shop merchandise orders
- Outing bookings
- League bookings
- Organizational scheduling
- Staffing
- Point of sale/Tee time booking software and updating
- Marketing plan
- Rates (driving range)
- Instructional programming
- Jr Golf scheduling
- Girls High School golf team scheduling
- Many other items involved in preparing for an upcoming season