

**TOWNSHIP OF LOWER MAKEFIELD
GOLF COMMITTEE MEETING MINUTES
MONDAY, June 9, 2014**

The regular meeting of the Golf Committee of the Township of Lower Makefield was held in the Lower Makefield Township Municipal building. Chairman Draper called the meeting to order at 7:00 p.m.

Golf Committee:

Richard Eisner, Chairman
Helen Bosley, Vice Chairman (absent)
Darrell Kates, Secretary
 Pat Frain, member (absent)
Grace Godshalk, member
Chip Kern, member (absent)
Mark Ellison, member
Tom Taylor, member
Adam Reiss, member

Others:

Dobby Dobson, BOS Liaison
Mike Attara, Spirit Golf
Bob Doria, General Manager & PGA Head Pro, MHGC
Mark Peterson, Superintendent, MHGC

GOLF COURSE UPDATE: See attached Highlands Golf Management report.

OPERATIONS: See attached Highlands Golf Management report.

CAPITAL PROGRAM UPDATE: See attached Highlands Golf Management report.

SALES AND MARKETING: See attached Highlands Golf Management report.

FOOD AND BEVERAGE: See attached Highlands Golf Management report.

GOLF COMMITTEE DISCUSSIONS

- GAP team qualifier has one hundred thirty-two players for thirty-five spots.
- Frida June 6th saw 270 rounds, which is high for the year. This past weekend there was 244 Saturday and 252 Sunday. Next weekend also has a full tee sheet.
- May saw the best revenue for the past six years. April was behind budget.
- The ball machine has experienced interference from the radar and ILS systems at nearby Mercer Airport.
- There are two PGA Junior Golf Teams at Makefield Highlands.
- Makefield Highlands tenth anniversary will be celebrated with two shotgun starts and speeches at 12 noon. A six hole event for families will be held.
- The TV show Inside Golf will be coming back to the course for another show.
- The course will be on the inside cover of the next Great Golf publication.
- The staff are going to hold off on the kitchen renovations and focus on the tent to generate more revenue. Three events had to be turned down because they were too big for the clubhouse.

APPROVAL OF GOLF COMMITTEE MINUTES

Mr. Eisner moved and Mr. Taylor seconded the motion to approve the March, 2014 Golf Committee minutes as written. The motion carried 5-0, 1 abstentions.

Mrs. Godshalk moved and Mr. Taylor seconded the motion to approve the April, 2014 Golf Committee minutes as written. The motion carried 5-0, 1 abstentions.

Mrs. Godshalk moved and Mr. Eisner seconded the motion to approve the May, 2014 Golf Committee minutes as written. The motion carried 5-0, 1 abstentions.

The next meeting of the Golf Committee will be held on Monday, July 14, 2014 in the Lower Makefield Township building, at 7PM.

Mr. Kates moved and Mr. Ellison seconded the motion to adjourn the meeting. The motion carried 6-0.

There being no further business the meeting adjourned at 8:30 pm.

Respectfully Submitted,


Darrell Kates, Committee Secretary

Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

June 9, 2014

Financial Update

See Attached

Golf Course Update

- Course was closed for 1.5 days during the month of May due to weather.
- Mark Peterson is currently prepping the course for the Philly Open qualifier slated for June 16th. The facility will be closed to outside play and activity on this day.
- Native grasses have been mown are receiving last treatments for invasive weeds and will be allowed to grow for the remainder of the season

Operations/Activities

- Golf course was open for play 28.5 days during the month May.
- 5,289 Rounds were played in May slightly below the projected 5,300. Golf revenue in May exceed projections \$7,944 ahead (102.63%). Cart, range and merchandise revenues exceed expectations during the month.
- Planning has been finalized on the 10th anniversary event scheduled for the weekend of July 19th. The 10th anniversary logo is finalized as well as a weekend of festivities for the golfer and non-golfer alike. Advertising for this event has begun this month and will include print, email, social media.
- Overall revenues for the month were slightly ahead projected budget 4.51%. \$386,794 vs. \$370,110. This was the best May on record in the past 6 seasons.

F & B

- Food and Beverage revenues were well ahead of monthly projections with \$77,191 earned during the month (112.77%).
- Food, Beer, Wine & liquor all exceeded projected May revenues.
- 3 Banquet events and 4 golf outings took place during the month. The current schedule has 5 golf events and with 3 events slated for June.
- Review Committees comments.

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Academy/Range

- Range revenue up substantially during the month of May (119.39%) - \$27,460. Second consecutive month with range revenue increases.
- Junior and Adult “Get Golf Ready” and camps are receiving early registrations and many are sold out (Pee Wee clinic sold out for June and a second program has been added later that day).
- The first Junior camp is slated for the week of June 23rd and registrations are on target for another excellent year.
- Makefield Highlands will again have two teams in this year PGA Jr. Golf Team events. 24 junior ages 7-13 will compete versus teams from Middletown, Spring Mill, and Commonwealth National during the month of June.

Sales & Marketing

- 10th Anniversary advertising is being promoted through various means (print, social media, radio)
- Makefield Highlands will again be featured on COMCAST’s “Inside Golf”. Date of shooting will take place during the month of June and be timed to promote the 10th Anniversary events.

Capital and Projects

- Tent and kitchen expansion. Exploring potential options to finance project and outside catering objectives.
- Ladies bathroom – Clubhouse (Winter 2014)
- On Course Bathroom – Summer 2014
- Bridge #18 – Summer 2014
- Pond Repair (TBD)

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Golf Outings/Events

June

- 5th Bethanna 70p
- 7th Wibble Reception 75p
- 8th St. Andrews Reception 40p
- 14th Bissert Reception 100p
- 16th Philly Open Qualifier
- 20th Live music with Stolen Rhodes 7-10p
- 21st Hafel Bat Mizvah 130p
- 24th Hill-Wallack Golf Outing 40p
- 25th Tonti Reception 50p
- 26th ISA Outing – 72pp
- 27th Buck-Bush Golf Outing 100pp
- 29th Couple Nine & Dine 60p

STATISTICAL REPORT - 2014

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE	TOTAL
DAYS	31	28	31	30	31	30	31	31	30	31	30	30		364
DAYS CLOSED (WEATHER)	17	28	16	2	1.5									64.5
ROUNDS	175		833	3,418	5,289									9,715
OUTING ROUNDS					397									397
GREEN FEES (\$)	\$ 4,248	\$ -	\$ 23,482	\$ 103,499	\$ 187,415									\$ 318,644
CART FEES (\$)	\$ 734	\$ -	\$ 7,544	\$ 41,410	\$ 67,933									\$ 117,621
RANGE (\$)	\$ 60	\$ -	\$ -	\$ 22,805	\$ 27,460									\$ 50,325
MERCHANDISE (\$)	\$ 525	\$ 458	\$ 2,967	\$ 10,497	\$ 24,103									\$ 38,550
FOOD & BEVERAGE (\$)	\$ 14,536	\$ 3,134	\$ 18,290	\$ 43,599	\$ 77,191									\$ 156,750
LABOR C&G (\$)	\$ 15,714	\$ 14,246	\$ 24,965	\$ 29,115	\$ 20,091									\$ 104,131
LABOR CART (\$)	\$ 2,146	\$ 2,039	\$ 4,724	\$ 11,383	\$ 9,576									\$ 29,868
LABOR GOLF SHOP (\$)	\$ 6,959	\$ 7,020	\$ 12,382	\$ 7,834	\$ 11,820									\$ 46,015
LABOR F&B (\$)	\$ 15,462	\$ 8,893	\$ 18,655	\$ 20,892	\$ 17,089									\$ 80,991
LABOR G&A (\$)	\$ 12,805	\$ 11,661	\$ 6,306	\$ 9,571	\$ 9,073									\$ 49,416
GREEN FEE REV./ROUND	\$ 24.27	#DIV/0!	\$ 28.19	\$ 30.28	\$ 35.43	#DIV/0!								
GREEN & CART REV./ROUND	\$ 28.47	#DIV/0!	\$ 37.25	\$ 42.40	\$ 48.28	#DIV/0!								
MERCH. REV./ROUND	\$ 3.00	#DIV/0!	\$ 3.56	\$ 3.07	\$ 4.56	#DIV/0!								
FOOD & BEV. REV./ROUND	\$ 83.06	#DIV/0!	\$ 21.96	\$ 12.76	\$ 14.59	#DIV/0!								

JAN-MARCH 15/NOV 25-DEC 31 WINTER RATES
 MARCH 16-APRIL 30/OCTOBER 27-NOV 25 SHOULDER RATES
 MAY 1-OCTOBER 27 IN SEASON RATES
 CLOSED DEC 25 FOR CHRISTMAS HOLIDAY

STATISTICAL REPORT - 2013

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE	TOTAL
DAYS	31	28	31	30	31	30	31	31	30	31	30	30		364
GREEN CLOSED (WEATHER)	14	14	9	2	1	5	4	2	0	0	2	20		73.0
ROUNDS	754	262	1,348	3,963	5,181	5,729	6,370	6,171	4,932	3,975	1,725	541		40,921
OUTING ROUNDS	-	24	64	-	445	387	348	157	442	263	74	-		2,204
GREEN FEES (\$)	\$ 18,710	\$ 6,012	\$ 41,066	\$ 119,740	\$ 180,013	\$ 212,036	\$ 212,324	\$ 205,123	\$ 160,231	\$ 127,939	\$ 50,165	\$ 13,117		\$ 1,346,476
CART FEES (\$)	\$ 4,737	\$ 883	\$ 13,149	\$ 40,184	\$ 37,924	\$ 69,573	\$ 64,402	\$ 69,913	\$ 58,682	\$ 50,108	\$ 20,210	\$ 3,557		\$ 453,322
RANGE (\$)	\$ 2,570	\$ 1,329	\$ 7,808	\$ 22,516	\$ 24,590	\$ 26,989	\$ 21,229	\$ 21,337	\$ 15,512	\$ 9,698	\$ 4,130	\$ 1,023		\$ 158,731
MERCHANDISE (\$)	\$ 3,662	\$ 1,112	\$ 10,196	\$ 22,516	\$ 28,601	\$ 26,343	\$ 15,054	\$ 22,151	\$ 20,022	\$ 14,323	\$ 8,296	\$ 4,732		\$ 177,008
FOOD & BEVERAGE (\$)	\$ 9,636	\$ 6,027	\$ 25,090	\$ 49,378	\$ 80,356	\$ 84,394	\$ 72,427	\$ 73,194	\$ 67,077	\$ 55,604	\$ 24,617	\$ 33,658		\$ 581,458
LABOR C&G (\$)	\$ 8,678	\$ 12,971	\$ 15,782	\$ 19,653	\$ 30,109	\$ 26,298	\$ 21,435	\$ 50,632	\$ 24,115	\$ 34,256	\$ 18,424	\$ 9,212		\$ 271,565
LABOR CART (\$)	\$ 798	\$ 575	\$ 2,790	\$ 6,993	\$ 12,080	\$ 11,700	\$ 7,094	\$ 17,906	\$ 8,610	\$ 9,719	\$ 3,171	\$ 1,082		\$ 87,518
LABOR GOLF SHOP (\$)	\$ 7,911	\$ 6,120	\$ 8,940	\$ 12,101	\$ 10,880	\$ 24,664	\$ 16,454	\$ 28,062	\$ 14,835	\$ 14,400	\$ 5,752	\$ 4,798		\$ 154,917
LABOR F&B (\$)	\$ 13,888	\$ 10,059	\$ 15,782	\$ 19,653	\$ 30,109	\$ 26,298	\$ 17,013	\$ 36,533	\$ 17,410	\$ 24,413	\$ 9,684	\$ 12,794		\$ 233,626
LABOR G&A (\$)	\$ 14,115	\$ 10,615	\$ 12,769	\$ 9,116	\$ 14,078	\$ 14,137	\$ 9,145	\$ 19,283	\$ 10,112	\$ 13,346	\$ 8,247	\$ 9,311		\$ 144,274
GREEN FEE REV./ROUND	\$ 24.81	\$ 22.95	\$ 30.46	\$ 30.21	\$ 34.74	\$ 37.01	\$ 33.33	\$ 33.24	\$ 32.69	\$ 32.19	\$ 29.08	\$ 24.25		\$ 30.41
GREEN & CART REV./ROUND	\$ 31.10	\$ 26.32	\$ 40.22	\$ 40.35	\$ 45.92	\$ 49.16	\$ 43.44	\$ 44.57	\$ 44.66	\$ 44.79	\$ 40.80	\$ 30.82		\$ 40.18
MERCH./REV./ROUND	\$ 4.86	\$ 4.24	\$ 7.56	\$ 5.68	\$ 5.52	\$ 4.60	\$ 2.36	\$ 3.59	\$ 4.08	\$ 3.60	\$ 4.81	\$ 8.75		\$ 4.97
FOOD & BEV. REV./ROUND	\$ 12.78	\$ 23.00	\$ 18.61	\$ 12.46	\$ 15.51	\$ 14.73	\$ 11.37	\$ 11.86	\$ 13.68	\$ 13.99	\$ 14.27	\$ 62.21		\$ 18.71

WINTER RATES
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2013 Revenue Statistics
 Dollars/Round



2013 Rounds vs. Outing Rounds

