

Township of Lower Makefield
Golf Committee Meeting Minutes
Date: Monday January 12, 2015

Golf Committee:

Richard Eisner, Chairman – Present
Helen Bosely, Vice Chairman – Present
Adam Reiss, Secretary – Present
Grace Godshalk, Member – Present
Pat Frain, Member – Absent
Mark Ellison, Member – Absent
Tom Taylor, Member – Present
Andy Strock, Member – Present
Ron Smith, BOS Liason- Present

Others:

Mike Attara, Spirit Golf Management- President
Bob Doria, GM & PGA Head Pro, MHGC – Present
Ed Gibson, Director of Golf, MHGC – Present
Mark Peterson, Superintendent – Absent

1. Golf Course Update:

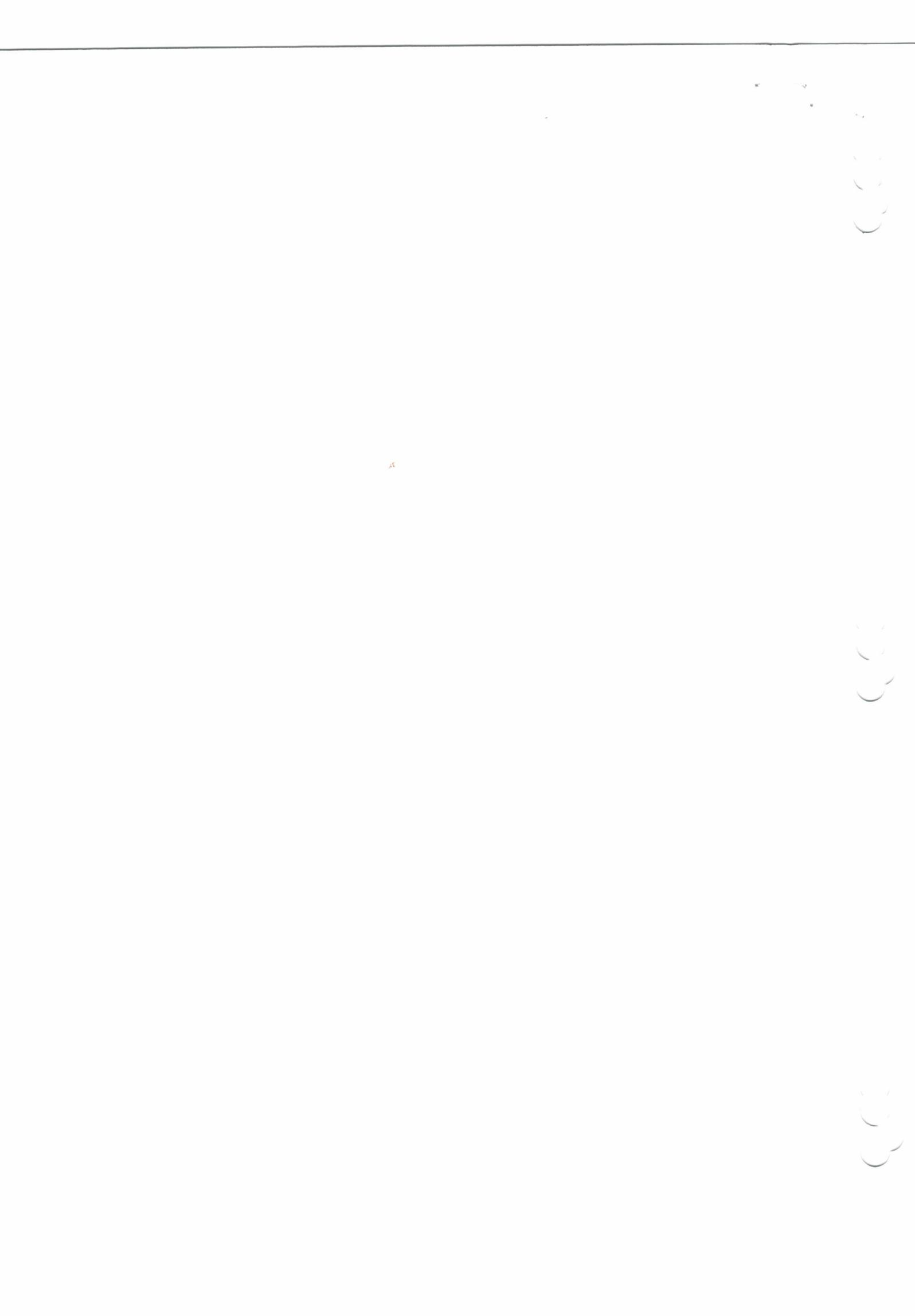
See attached Highlands Golf Management Report

2. Operations:

See attached Highlands Golf Management Report

3. Capital Program Update:

See attached Highlands Golf Management Report



4. Sales and Marketing:

See attached Highlands Golf Management Report

5. Food and Beverage:

See attached Highlands Golf Management Report

6. Golf Committee Discussions:

- a) Dobby Dobson is no longer the Liason from the BOS. The Golf Committee thanks him for his work and service during his appointment
- b) Ron Smith is the new Liason to the Golf Committee from the BOS
- c) Rich Eisner has been elected Chairman and was voted to the position from the Golf Committee.
- d) Helen Bosely was elected as Vice Chairman and was voted to the position from the Golf Committee.
- e) Adam Reiss was elected as Secretary and was voted to the position from the Golf Committee.
- f) Ed Gibson has been named the new Director of Golf at MHGC.
- g) Spirit Management is in the process of hiring Interns in all three departments at MHGC.
- h) The Spirit team is going to the PGA SHOW in Orlando, FL from January 20- January 24. They will be looking for new equipment and other new ideas to implement at MHGC.

7. Greens Committee:

- a) Being that Mark Peterson/ Superintendent was absent, there were no discussions regarding the golf course at the present time.

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Approval of Golf Committee Minutes:

Rich Eisner moved and Helen Bosely seconded the motion to approve the October 20, 2014 Golf Committee Minutes as written. The motion carried with no abstentions.

Tom Taylor moved and Grace Godshalk seconded the motion to approve the December 8, 2014 Golf Committee Minutes as written. The motion carried with no abstentions.

The next meeting of the Golf Committee will be held on February 9, 2015 in the Lower Makefield Township Building at 7:00 pm.

Tom Taylor moved and Rich Eisner seconded the motion to adjourn the meeting. The motion carried with no abstentions. There being no further business, the meeting adjourned at 8:13 pm.

Respectfully Submitted,

Adam Reiss, Golf Committee Secretary

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Highlands Golf Management LLC

Makefield Highlands GC

Golf Committee Meeting

January 12, 2015

Financial Update

See Attached

Golf Course Update

- Course was closed for 8 days during the month of December.
- New bridge on #18 has been installed and we will grade the surrounding area after the winter thaw.
- Maintenance activities planned for Spring include: re-edging of all bunkers and rebuilding of greenside bunkers on #1.
- Installation of a bench to be located on #1 as a memorial for Pete Stainthorpe.

Operations/Activities

- Golf course was open for play 23 days during the month December with 991 rounds played.
- 38,993 rounds were played in CY2014 which is down from 2013 (down 4.7%). This was due to the facility being closed for play 90.6 days during the year.
- Overall golf revenues for the year were \$1,724,149 (Green Fees & Carts) down \$75,649 from 2013 (down 4.2%).
- With the December range promotion, range revenues ended the year at \$162,947 up 2.5% from last year.
- Pro shop revenues also saw a dip this season with \$150,369 down from the record year of 2013 (\$177,008).
- Increase in dollars per round (GF & cart) by \$.44 to \$40.62. This is the 4th straight year with an increase.
- Staff changes for the 2014 season include: Ed Gibson moving into the role of Director of Golf, Vinny Piazza becoming a PGA Apprentice Assistant Professional and Kevin Nicholson taking on the role of Teaching Professional. We are still attempting to hire 1 additional teaching professional (preferably Female) to handle that portion of our market as well as the ladies league.
- Move to PAYCHEX for payroll processing and HR support for the 2015 season in an effort to streamline processes and enhance the employee employment experience.
- Testing of a new on-line employee scheduling system to better control labor and shifts for golf and food and beverage departments.

Highlands Golf Management LLC

F & B

- Food and Beverage revenues for December were \$25,182 with the facility closing down for renovations on December 21st. FB revenues for the CY 2014 were \$569,291 down slightly (2.1%) from 2013. On the positive side, FB dollars per round increased to \$22.49 (up 16.8%) from 2013.
- Kitchen renovations are on-going with the cooler box erected, the old cooler placed in the basement to act as a beer cooler and the kitchen gutted for the build out of the new facility.

Academy/Range

- Seeking additional instructor for Golf Academy (preferably female) to guide the women's league play and meet unmet instruction market share. Request for resumes has been posted on LPGA and PGA boards.
- Establishing demo days and programming for 2015. Demo Days for PING, Callaway, Titleist and Taylor Made have been established.

Sales & Marketing

Updating and enhancing web site for 2015
Revising and updating outing packages.
Creating Wedding marketing materials.

Capital and Projects

- Tent and kitchen expansion. Exploring potential options to finance project and outside catering objectives.
- Ladies bathroom – Clubhouse (Winter 2014/2015)
- On Course Bathroom – Spring 2015
- Bridge #18 – Installed
- Pond Repair (TBD)

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	0.5	2	0.6	3	2	10	8		90.6
ROUNDS	175	-	833	3,418	5,289	6,009	6,313	6,481	4,396	3,821	1,267	991		38,993
OUTING ROUNDS	-	-	-	-	397	243	234	110	351	279	-	-		1,614
GREEN FEES (\$)	\$ 4,248	\$ -	\$ 23,482	\$ 103,499	\$ 187,415	\$ 203,897	\$ 196,755	\$ 206,573	\$ 140,508	\$ 123,760	\$ 32,754	\$ 23,245		\$ 1,246,136
CART FEES (\$)	\$ 734	\$ -	\$ 7,544	\$ 41,410	\$ 67,933	\$ 78,723	\$ 77,308	\$ 81,151	\$ 53,726	\$ 50,318	\$ 12,726	\$ 6,440		\$ 478,013
RANGE (\$)	\$ 60	\$ -	\$ -	\$ 22,805	\$ 27,460	\$ 26,911	\$ 25,235	\$ 23,783	\$ 17,653	\$ 10,896	\$ 3,182	\$ 4,962		\$ 162,947
MERCHANDISE (\$)	\$ 525	\$ 458	\$ 2,967	\$ 10,497	\$ 24,103	\$ 24,277	\$ 21,629	\$ 20,216	\$ 21,074	\$ 12,895	\$ 4,432	\$ 7,296		\$ 150,369
FOOD & BEVERAGE (\$)	\$ 14,536	\$ 3,134	\$ 18,290	\$ 43,599	\$ 77,191	\$ 94,266	\$ 69,832	\$ 66,113	\$ 70,260	\$ 60,407	\$ 26,481	\$ 25,182		\$ 569,291
GREEN FEE REV./ROUND	\$ 24.27	N/A	\$ 28.19	\$ 30.28	\$ 35.43	\$ 33.93	\$ 31.17	\$ 31.87	\$ 31.96	\$ 32.39	\$ 25.85	\$ 23.46		\$ 29.89
GREEN & CART REV./ROUND	\$ 28.47	N/A	\$ 37.25	\$ 42.40	\$ 48.28	\$ 47.03	\$ 43.41	\$ 44.40	\$ 44.18	\$ 45.56	\$ 35.90	\$ 29.95		\$ 40.62
MERCH. REV./ROUND	\$ 3.00	N/A	\$ 3.56	\$ 3.07	\$ 4.56	\$ 4.04	\$ 3.43	\$ 3.12	\$ 4.79	\$ 3.37	\$ 3.50	\$ 7.36		\$ 3.98
FOOD & BEV. REV./ROUND	\$ 83.06	N/A	\$ 21.96	\$ 12.76	\$ 14.59	\$ 15.69	\$ 11.06	\$ 10.20	\$ 15.98	\$ 15.81	\$ 20.90	\$ 25.41		\$ 22.49

WINTER RATES
 SHOULDERS RATES
 IN SEASON RATES

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

STATISTICAL REPORT - 5 YEAR AVERAGE

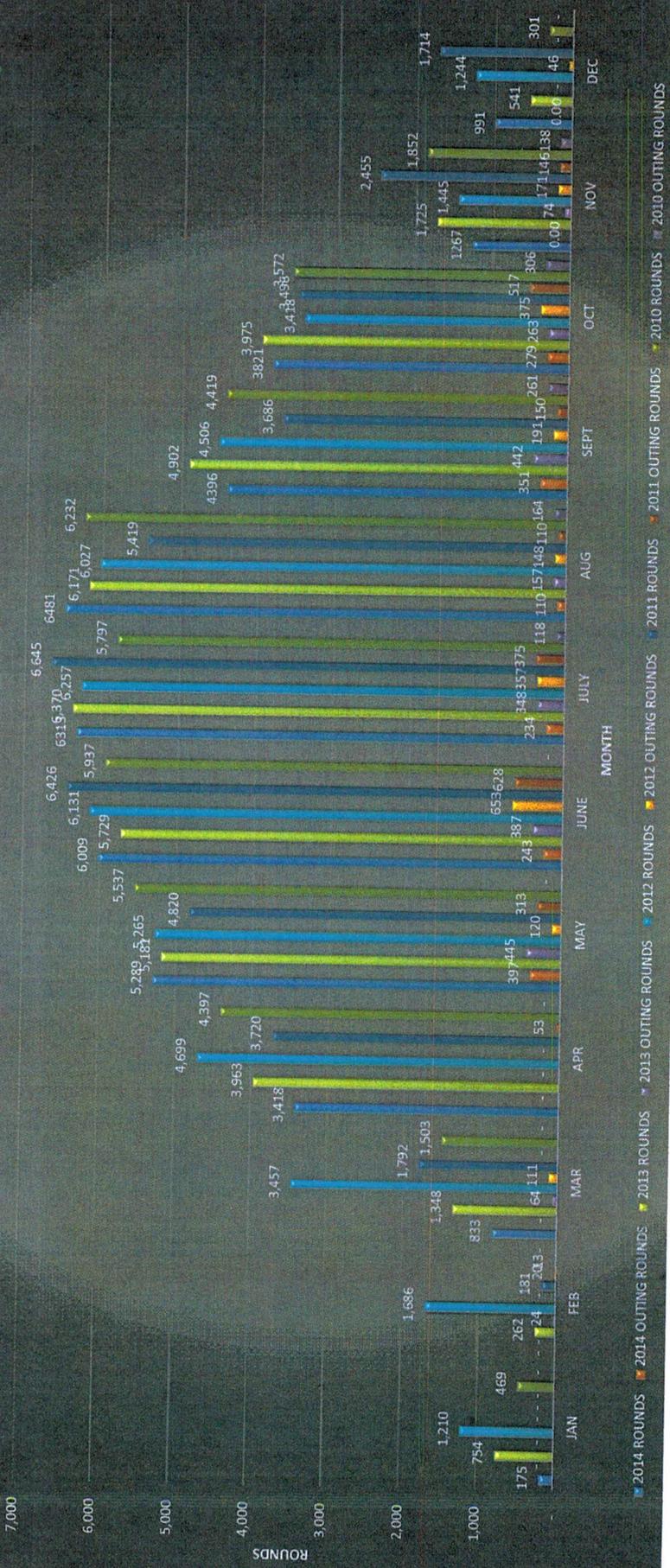
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
DAYS	31	28	31	30	31	30	31	31	30	31	30	30	364
DAYS CLOSED (WEATHER)	16.6	18.6	8.2	0.8	0.7	1.1	1.0	1	1.3	1.8	3.3	9.2	63.6
ROUNDS	522	428	1,787	4,039	5,218	6,046	6,267	6,066	4,378	3,615	1,869	762	40,998
OUTING ROUNDS	-	9	35	11	255	382	300	138	261	365	132	9	1,897
GREEN FEES (\$)	12,023	9,801	48,898	127,574	188,040	218,031	213,392	200,392	149,464	124,311	51,048	21,443	1,364,418
CART FEES (\$)	2,720	1,982	14,820	41,418	58,052	68,928	68,440	66,065	51,410	44,560	17,726	5,831	441,952
RANGE (\$)	1,592	1,952	9,302	22,916	25,154	26,727	21,943	20,358	15,037	9,912	3,844	4,826	163,566
MERCHANDISE (\$)	2,520	1,820	7,132	14,506	24,842	22,762	16,918	19,964	16,779	15,547	7,062	6,896	156,747
FOOD & BEVERAGE (\$)	12,007	7,625	25,218	45,013	67,740	86,853	69,802	66,565	57,365	57,557	22,402	22,590	540,737
GREEN FEE REV./ROUND	\$ 18.84	\$ 22.88	\$ 27.37	\$ 31.58	\$ 36.03	\$ 36.06	\$ 34.05	\$ 33.04	\$ 34.14	\$ 34.39	\$ 27.31	\$ 28.16	
GREEN & CART REV./ROUND	\$ 22.77	\$ 27.51	\$ 35.66	\$ 41.84	\$ 47.16	\$ 47.46	\$ 44.97	\$ 43.93	\$ 45.88	\$ 46.71	\$ 36.79	\$ 35.81	
MERCH. REV./ROUND	\$ 4.08	\$ 4.25	\$ 3.99	\$ 3.59	\$ 4.76	\$ 3.76	\$ 2.70	\$ 3.29	\$ 3.83	\$ 4.30	\$ 3.78	\$ 9.05	
FOOD & BEV. REV./ROUND	\$ 36.09	\$ 17.80	\$ 14.12	\$ 11.14	\$ 12.98	\$ 14.36	\$ 11.14	\$ 10.97	\$ 13.10	\$ 15.92	\$ 11.98	\$ 29.66	

JAN-MARCH 15 WINTER RATES
 MARCH 16-APRIL 30/OCTOBER 28-NOV 31 SHOULDER RATES
 MAY 1-OCTOBER 27 IN SEASON RATES
 CLOSED DEC 25 FOR CHRISTMAS HOLIDAY

2014 Revenue Statistics Dollars/Round



Round Trends 2010-2014



Merchandise & Range Revenues 2010-2014



	2014	2013	2012	2011	2010
Merchandise	\$150,569	\$177,008	\$160,909	\$158,256	\$137,595
Range	\$162,947	\$158,731	\$165,870	\$148,834	\$169,567

YEAR

— Merchandise — Range

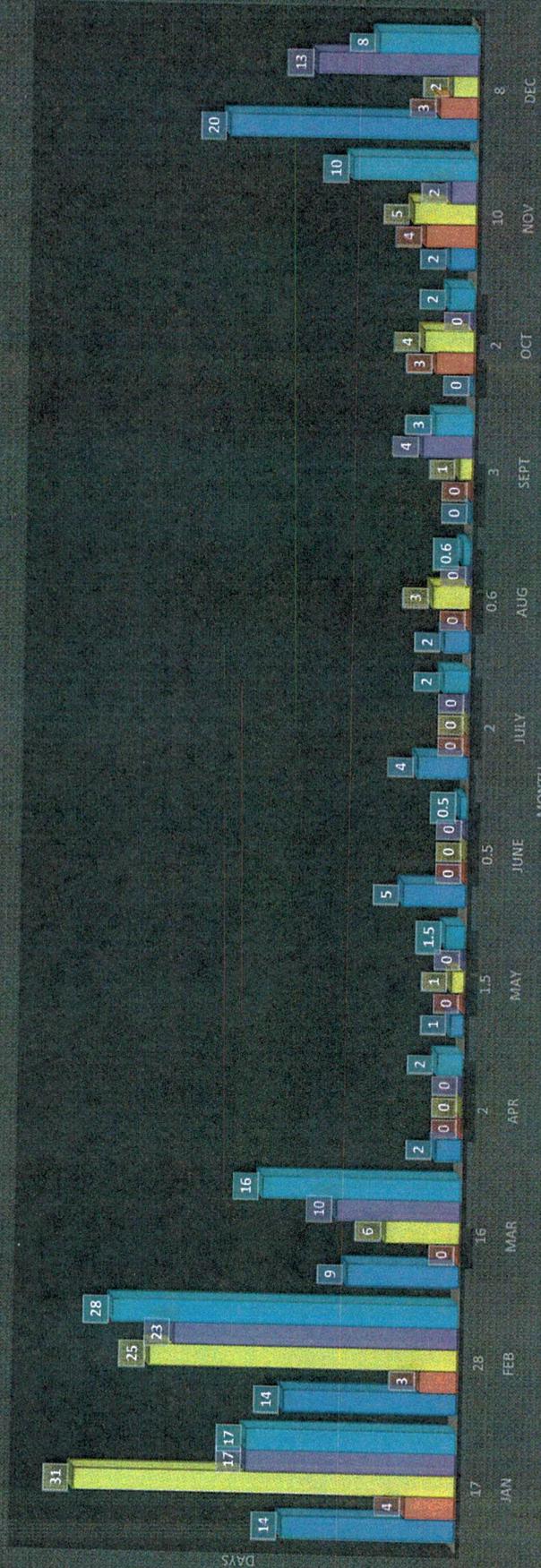
REVENUE

\$-

\$200,000
\$180,000
\$160,000
\$140,000
\$120,000
\$100,000
\$80,000
\$60,000
\$40,000
\$20,000

DAYS LOST TO WEATHER

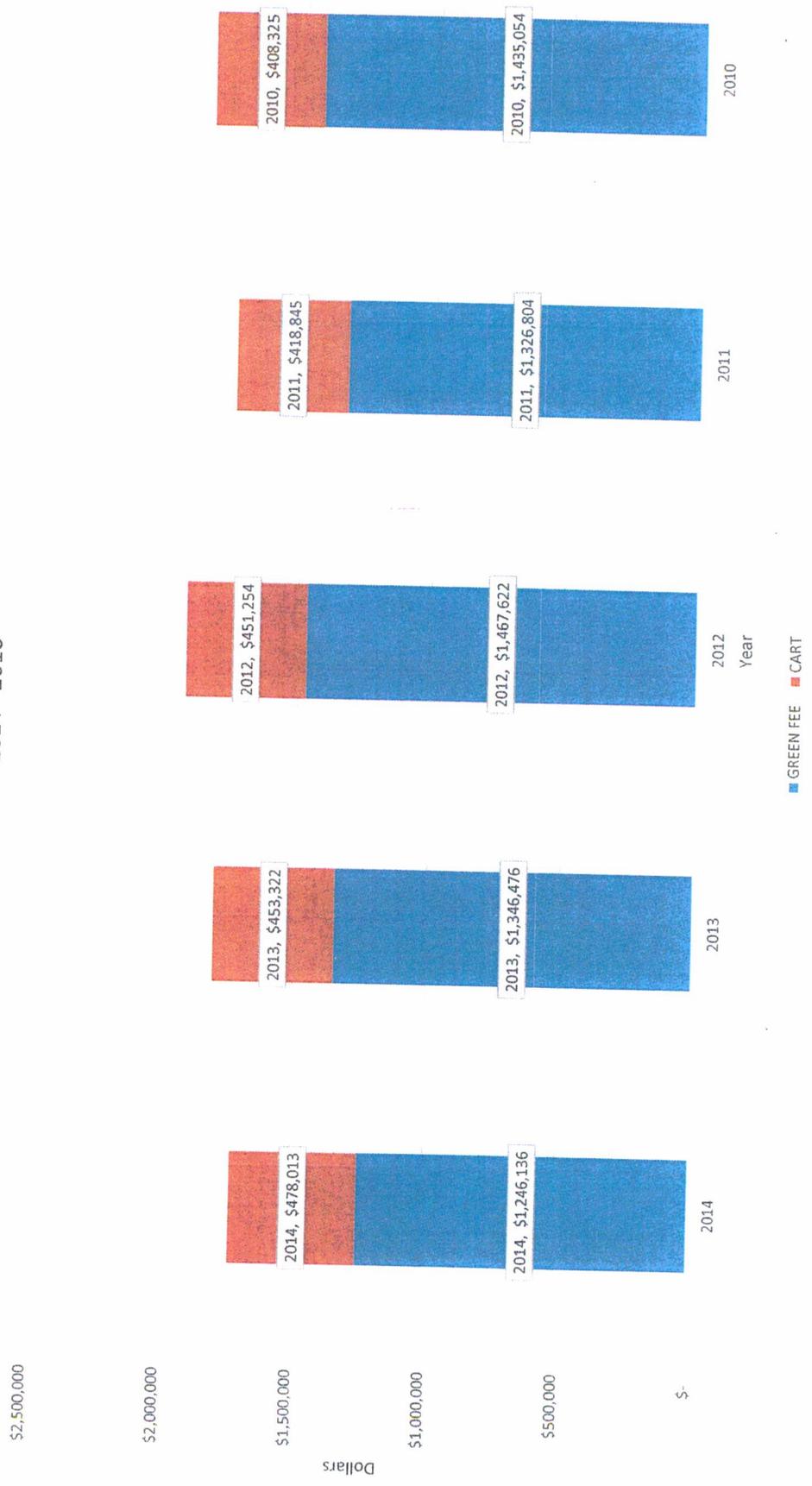
■ 2013
 ■ 2012
 ■ 2011
 ■ 2010
 ■ 2009
 ■ 2008



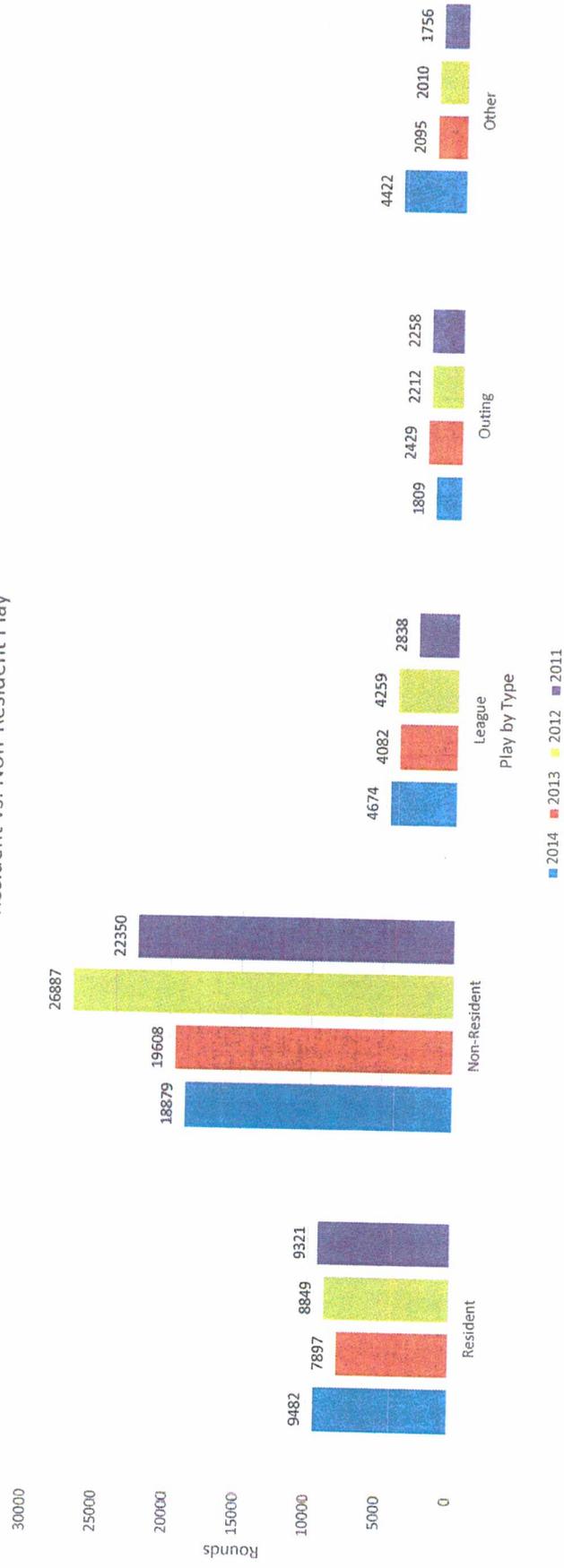


Makefield Highlands

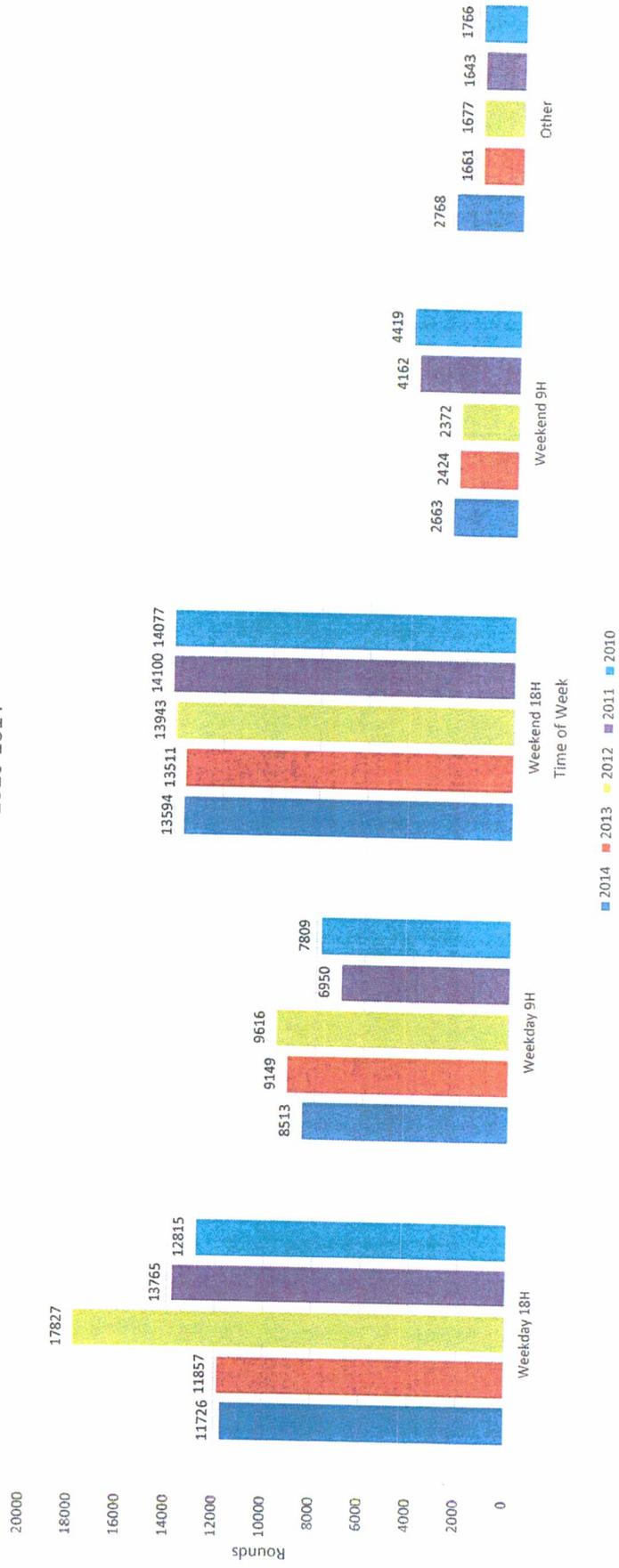
Green Fee - Cart Revenue
2014 - 2010



Resident vs. Non-Resident Play



Rounds By Time of Week 2010-2014



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