

Township of Lower Makefield
Golf Advisory Committee
Meeting Minutes, October 9, 2018

Golf Committee:

- Richard Eisner, Chairman - present
- Helen Bosley, Vice Chairman – present
- Jim Richardson, Recording Secretary – present
- Adam Reiss – present
- Mark Ellison – present
- Grace Godshalk – absent
- Rodger Owen – present
- Colin Marsh – absent
- Pat Frain – present
- John Lewis, LMT Board Liaison – present

Others:

- Mike Attara, President, Spirit Golf Management
- Ed Gibson, General Manager
- Mark Peterson, Head Superintendent

Attachments – LMT Board Copy only

- Makefield Highlands Golf Course – Profit & Loss Budget vs. Actual, August, 2018
- Event Tracking Report, 2017 actual & 2018 to date plus proposed Fall, 2018 events
- Event Calendar
- Spirit Golf Management Report, thru September, 2018

Meeting Notes:

Rich Eisner called the meeting to order at 7:00

Mike Attara reported that all benchmarks, through September, are down – both golf and food & beverage. All attributed to bad weather.

Ed Gibson reported that though all special events were also down through September, there are many new events on the calendar, and the fourth quarter of the year looks very positive. Additionally, he and the staff have received many positive comments from event sponsors and attendees.

Mark Peterson reported on a combined set of problems – very bad weather conditions and a serious labor shortage. He stated that the bunkers have been especially hard hit as a result of the bad weather, with several actually being washed out. His plan includes restoring 8-12 bunkers during November. We need, he said, dry, cool, sunny days.

Ed Gibson reported that Marketing has been substantially strengthened, due to increased use of email, Facebook and Twitter.

The Pro Shop, Giibson stated, is now much more efficient, as the new tech system is coming on stream.

Mike Attara reported that they have met with the Bucks County Technical High School regarding our hiring, teaching, training and utilizing students as interns. This program has been approved by the school, and will begin in the spring of 2019.

As 2019 budgeting goes forward, Spirit and the Committee intend to work much more closely together, with Mark Ellison and Helen Bosley working with Mike Attara and Ed Gibson.

The project to update and improve our logo is proceeding, but will be both extensive and expensive to implement. The new logo will be in effect in time for Spring, 2019 utilization.

Mark Ellison moved to approve last month's minutes, Rodger Owen seconded, all were in favor.

Jim Richardson moved to adjourn, Rodger Owen seconded, all were in favor.

Next month's meeting will be held on December 10, at the Township Building.

Respectfully submitted, Jim Richardson, Recording Secretary



Makefield GC Report thru September - 2018

<u>GOLF – 2 YEAR BENCHMARKS (as of 8/30)</u>	<u>2017</u>	<u>\$per/Rd</u>	<u>2018</u>	<u>\$per/Rd</u>
Total Rounds Played	34,878		29,525	
Days Closed	# 41		# 73	
Green Fees	\$1,078,186		\$985,299	
Cart Fees	\$420,654		\$330,714	
Total Greens Fees & Carts	<u>\$1,283,155</u>	<u>\$42.97</u>	<u>\$1,316,013</u>	<u>\$44.57</u>
Range Fees	\$152,550	\$4.37	\$118,647	\$4.01
Shop Merchandise	\$127,504	\$3.65	\$108,160	\$3.66
Food Total Revenue (YTD)	\$489,132	\$14.02	\$444,837	\$15.06
Highlands Grille Rev	\$369,881	\$10.60	\$327,646	\$11.09
Banquets/Events	\$104,639 (clubhouse \$3.00 Closed Jan-Feb)		\$108,391	\$3.67

Golf Course Update

- **Closed 5 days during the month of September.** We ended up with **3,575 rounds** played against a budget of **4,500**.

Operations/Activities

- MHGA club championship was well attended with close to 60 players, great weekend, with one exception, rain on Sunday during competition. Championship match play will be played this weekend.
- MHGA Ryder Cup scheduled 10/27 – 28.
- Outings – October is going to be our busiest month. 10/6 Blue Rock, 10/8 Saint Andrews (new), 10/11 Shadybrook Rotary (new), 10/12 Falls Township Police (new), 10/15 CSPA, 10/26 Lacrosse (new), 10/29 Restore Core (new). Along with 3 small outings built into the tee sheet.
- Fall Classic, October 19th. Registration / Marketing/ ongoing.

FOOD & BEV

- Revenues were **\$46,960** against a budget of **\$104,600 (29.30%)**
- Breakdown was **\$38, 931** against a budget of **\$77,200 (50.43%)**
- October for month we have 17 events!! ****Reference Event tracking report****



COURSE & GROUNDS

- **Aerification – Greens- September 4th and 5th**
Tees- September 11th and 12th POSTPONED DUE TO WEATHER
Fairways- Start September 17th till DONE POSTPONED DUE TO WEATHER
- **Sprays-** We will continue to monitor conditions and spray based on our scouting and scheduled sprays
- **Bunkers-** The staff has been working hard to keep conditions better with the arrival of our new bunker rakes things are looking much better. **This fall we will be renovating 43,000 sq ft of bunkers (on the list depending on total sq footage #2 greenside, #9 fairways, #1 left greenside, #5 pot bunker, #6 greenside, and #10 greenside)**
- **Range-** Tee is looking good, now that weather conditions are improving we hope to have it open more.
- **Audubon International-** Certified

MARKETING

- 6 emails sent thru the month with club information. (Newsletter, Party on Patio, Lunch Specials)
- Facebook and Twitter posts thru month.

Capital

- TV's will be purchased this month.

Makefield Highlands Golf Course Profit & Loss Budget vs. Actual August 2018

	Aug 18	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Revenues			
Carts			
367-120 · Cart Revenues	54,341.02	79,980.00	-25,638.98
Total Carts	54,341.02	79,980.00	-25,638.98
Course & Grounds			
367-100 · Greens Fees	185,874.37	223,200.00	-37,325.63
Total Course & Grounds	185,874.37	223,200.00	-37,325.63
Food & Beverage			
367-140 · Food Sales	27,917.90	23,500.00	4,417.90
367-141 · Beverage Sales	2,363.00	9,000.00	-6,637.00
367-142 · Beer Sales	21,000.39	20,000.00	1,000.39
367-143 · Liquor Sales	6,626.50	7,000.00	-373.50
367-144 · Wine Sales	2,401.50	1,800.00	601.50
367-147 · Other F & B Income	866.80	0.00	866.80
367-150 · F&B - Banquet Food	8,228.00	10,000.00	-1,772.00
367-151 · F&B - Banquet Beverages	0.00	600.00	-600.00
367-152 · F&B - Banquet Beer	393.50	1,300.00	-906.50
367-153 · F&B - Banquet Liquor	0.00	2,000.00	-2,000.00
367-154 · F&B - Banquet Wine	120.00	400.00	-280.00
Total Food & Beverage	69,917.59	75,600.00	-5,682.41
General & Admin			
367-195 · Other G&A Income	25.00	1,000.00	-975.00
Total General & Admin	25.00	1,000.00	-975.00
Golf Shop			
Golf Shop - Store			
367-130 · Clothing	5,489.32	7,000.00	-1,510.68
367-131 · Accessories	1,847.11	1,500.00	347.11
367-132 · Balls & Gloves	4,080.66	6,500.00	-2,419.34
367-133 · Clubs	3,834.73	5,500.00	-1,665.27
367-134 · Merchandise	511.25	5,500.00	-4,988.75
Total Golf Shop - Store	15,763.07	26,000.00	-10,236.93
367-139 · Golf Shop Revenue			
367-135 · Lessons Jr. Camps, Clinics	11,531.61	18,000.00	-6,468.39
367-136 · Club Rental	490.52	0.00	490.52
367-138 · Handicap Fees	0.00	500.00	-500.00
367-139 · Golf Shop Revenue - Other	2,719.30	1,000.00	1,719.30

Makefield Highlands Golf Course Profit & Loss Budget vs. Actual August 2018

	Aug 18	Budget	\$ Over Budget
Total 367-139 · Golf Shop Revenue	14,741.43	19,500.00	-4,758.57
Total Golf Shop	30,504.50	45,500.00	-14,995.50
Range			
367-110 · Range Fees	19,546.07	22,500.00	-2,953.93
Total Range	19,546.07	22,500.00	-2,953.93
Total Revenues	360,208.55	447,780.00	-87,571.45
392-016 · Trans From Golf Cap Resv	0.00	0.00	0.00
Total Income	360,208.55	447,780.00	-87,571.45
Cost of Goods Sold			
Cost of Sales			
F&B Cogs			
466-180 · Cogs - Food	13,435.54	12,730.00	705.54
466-181 · Cogs - Beverage	1,672.52	2,688.00	-1,015.48
466-182 · Cogs - Beer	6,288.97	6,816.00	-527.03
466-183 · Cogs - Liquor	2,838.87	2,552.00	286.87
466-184 · Cogs - Wine	1,009.61	616.00	393.61
Total F&B Cogs	25,245.51	25,402.00	-156.49
Golf Shop Cogs			
465-180 · Cogs - Merchandise	13,631.76	20,041.00	-6,409.24
Total Golf Shop Cogs	13,631.76	20,041.00	-6,409.24
Total Cost of Sales	38,877.27	45,443.00	-6,565.73
Total COGS	38,877.27	45,443.00	-6,565.73
Gross Profit	321,331.28	402,337.00	-81,005.72
Expense			
Expenses			
Carts Expenses	6,988.86	7,250.00	-261.14
Course & Grounds Expenses	17,932.46	14,796.00	3,136.46
Food & Beverage Expenses	5,274.49	10,700.00	-5,425.51
General & Admin Expenses	22,855.86	20,408.00	2,447.86
Golf Shop Expenses	548.96	0.00	548.96
Marketing Expenses	4,209.13	2,500.00	1,709.13
Range Expenses	629.20	500.00	129.20

Makefield Highlands Golf Course
Profit & Loss Budget vs. Actual
August 2018

	Aug 18	Budget	\$ Over Budget
Total Expenses	58,438.96	56,154.00	2,284.96
Payroll			
Carts Payroll	11,236.98	11,327.00	-90.02
Course & Grounds Payroll	35,016.42	35,354.00	-337.58
Food & Beverage Payroll	28,811.62	34,293.00	-5,481.38
General & Admin Payroll	13,955.79	12,768.00	1,187.79
Golf Shop Payroll	26,037.55	17,597.00	8,440.55
Total Payroll	115,058.36	111,339.00	3,719.36
Total Expense	173,497.32	167,493.00	6,004.32
Net Ordinary Income	147,833.96	234,844.00	-87,010.04
Other Income/Expense			
Other Income	143.94	0.00	143.94
Other Expense	40,780.73	25,633.00	15,147.73
Net Other Income	-40,636.79	-25,633.00	-15,003.79
Net Income	107,197.17	209,211.00	-102,013.83

EVENT TRACKING REPORT

2018

Month	# of Events	Head Count	Revenue	Average Price Per Person
January	2	95	\$ 7,774.60	\$ 78.73
Feb	1	40	\$ 500.00	\$ 12.50
March	5	242	\$ 10,736.81	\$ 34.49
April	11	645	\$ 22,888.06	\$ 34.71
May	9	556	\$ 25,811.77	\$ 42.18
June	15	1004	\$ 38,155.31	\$ 37.62
July	5	210	\$ 9,731.90	\$ 38.80
Aug	4	274	\$ 8,844.00	\$ 34.41
Sept	8	380	\$ 22,375.00	\$ 49.41
Oct	18	484	\$ 28,192.24	\$ 18.31
Nov	4	150	\$ 21,200.80	#DIV/0!
Dec	7	100	\$ 10,000.00	\$ 100.00

Total 89 4180 \$ 206,210.49 \$ 49.33

*** projected numbers

EVENT TRACKING REPORT

2017

Month	# of events	Head Count	Revenue	Average Price Per Person
January	3	178	\$ 7,030.14	\$ 40.31
Feb	1	58	\$ 1,801.20	\$ 31.06
Mar	3	186	\$ 5,611.08	\$ 30.29
April	6	314	\$ 11,282.43	\$ 36.25
May	7	637	\$ 37,018.38	\$ 68.41
June	10	639	\$ 32,637.82	\$ 52.10
July	5	654	\$ 34,310.12	\$ 61.94
Aug	6	271	\$ 22,381.31	\$ 58.68
Sept	10	736	\$ 54,336.53	\$ 65.39
Oct	16	1002	\$ 54,049.65	\$ 46.45
Nov	8	604	\$ 21,809.04	\$ 39.41
Dec	10	551	\$ 25,908.21	\$ 45.72
Total	85	5830	\$ 308,175.91	\$ 52.86