



## ***Makefield GC Report thru June 30, 2024***

### **Administration**

- Revenue Update (Mgt Team to Review)
  - June 2024 YTD vs Budget
    - **2024 June Rounds played were 7,125 vs. 6,038 in 2023**
      - Vs 2024 budget of 6,240 +885 rds.
      - 2024 YTD Rds 22,943 vs 2023 YTD Rds 23,313. -370 Rds.
    - **2024 June Green Fees \$267,860 vs Budget \$254,218. +\$13,642**
    - **2024 June Cart fees \$97,636 vs Budget \$93,662 +\$3,974**
    - **2024 June Merchandise \$24,824 vs Budget \$27,250 -\$2,426**
    - **2024 June F&B \$179,344 vs Budget \$121,100 +\$58,244**
      - **\$69,508 Banquet Sales in January vs Budget \$29,800**

### **Golf Update**

- 20<sup>th</sup> Anniversary Weekend, BIG SUCCESS due to MHGC Team and LMT efforts!
  - Friday evening, 58 guests with dinner / music / atmosphere very inviting!
  - Saturday, Flag Tournament hosted 58 golfers with 2004 Tee gifts / lunch / prizes!
  - Sunday, Family Fun Day well attended with Rita's water ice / Blow ups and games!
    - Pop Up Golf Shop as well. Hope to offer on Friday evenings "Free Fitting Fri"
  - Facebook and Instagram posts all weekend long with a lot of customer interaction
- Ladies Invitational – To Date 5 Teams of 2. Promotion continuing daily / weekly
- Golf Academy
  - Summer sessions in full swing. 5 day & 3 day camps along with Jr PGA league active.
  - Lesson and club fittings continue

### **Food & Beverage Update**

- Food & Beverage Manager, Jenna Marshall to present to committee
  - Goals & Objectives
  - YTD department update

### **Grounds Update**

- Mark Peterson update
  - Greens / Tees / Fairways / Bunkers
  - Irrigation and water update / ponds

### **Marketing / Advertising**

- Inside Golf (Comcast Sports Net) complete waiting for airing of Makefield Highlands
- GAP golf focusing on "At the Turn" at facilities. Complete! Link is online and on YouTube
- Instagram posts ongoing and promoting upcoming events, Ladies Invitational and Fall events