



August 17, 2021

Distribution: Board of Directors  
Chester Golf Club

Re: Annual General Meeting – Club Operational Report

**Introduction**

The following report provides a high-level overview of operations year-to-date.

**Club Sales report**

<b>Chester Golf Club Sales Report</b> <b>2018 - 2021 YTD August 11th</b> <b>Source: Chronogolf and GolfNow</b>				
Sales Item	2021	2020	2019	2018
Green Fees (daily fees, groups & packages)	\$ 304,638.41	\$283,656.97	\$ 193,615.11	\$ 264,301.51
Powercart Rentals	\$ 57,934.99	\$46,152.45	\$ 74,649.78	\$ 88,610.39
Proshop Sales	\$ 91,987.66	\$52,822.00	\$ 72,435.78	\$ 74,586.87
Food and Beverage	\$ 278,572.93	\$ 176,295.83	\$ 393,652.21	\$ 427,071.46
Memberships (all categories)	\$ 545,493.51	\$470,419.58		
Services (storage, pull carts, range & repairs)	\$ 58,838.71	\$46,818.75		

% Change	2021 vs 2020	2020 vs 2019	2019 vs 2018
Green fees	7%	32%	-37%
Powercart Rentals	20%	-62%	-19%
Proshop Sales	43%	-37%	-3%
Food and Beverage	37%	-123%	-8%

Performance year-to-date continues to outperform historical results and are consistent with the feedback we receive anecdotally from other golf courses who are also experiencing strong results. Our Pro Shop and Clubhouse sales continue to increase as we transition through the various phases of the Provincial COVID-19 Plan.

Revenue from memberships has increased 14% since last season and we are currently at our membership cap with 850 members. We also have several memberships approved and on our waitlist.

## Rounds Played

Rounds played data is based on an arrived status thereby removing no-shows and cancellations. Overall, the number of rounds are up 31% over the same period in 2020, which by all accounts was a very busy period. This can be attributed to several factors including the following:

- The 2021 season opened April 16<sup>th</sup> whereas we opened on May 22<sup>nd</sup> last year – this would account for five additional weeks of play.
- Recommendations by the tee-Sheet Committee increased the available daily tee-times.
- Several tournaments planned for June were either cancelled or rescheduled to September which provided additional tee-time availability

<b>Rounds Played Comparison</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
<b>Rounds Total</b>	<b>22465</b>	<b>15427</b>	<b>15693</b>	<b>19358</b>
Daily fee	6029	5250	4969	6776
Members	16436	10177	10724	12582

## Percentage of Play

Daily fee	27%	34%	32%	35%
Members	73%	66%	68%	65%

## Pro Shop Update

The 2021 season for the Pro Shop has been a great year thus far. We started the season with some new team members and all of them have been welcomed additions and assets to our department and club.

As we opened the year, we quickly found out that our expectations for a running start had to be tapered down as HRM and then our Province would face lockdown conditions to battle Covid-19. Once Nova Scotia reopened our tee sheets filled up and play lasts well into the evenings as golf continues to thrive in our new normal.

With all the increased rounds played and the increase in new golfers, pro shop sales, specifically club sales continue to grow. Our fitting days from major suppliers were all successful and our sales continue to trend upwards over pre covid times. We have been able to use our fall group bookings and provide them with prizing which will directly impact our bottom lines and our membership has been supportive.

I couldn't be more pleased with not only our new team members, but our returning staff as well. Our whole team is buying in and doing what needs to be done to improve the Pro Shop experience for our members and guests. I'm very appreciative of all their long hours and dedication to our club. We are looking forward to finishing the season strong as we head into the fall season.

## Clubhouse Report

With Megan Sheppard officially off on maternity leave, Ceilidh Gaylor has taken her place. And to Fill the Assistant manager role, Joanna Tranter has stepped up. September will bring the loss of many faces, as

many of the summer staff return to school! So, we are looking to add a few people to carry through to the rest of the season, so feel free to spread the word, WERE HIRING!!

Summer has been quite busy, given the circumstances, so we appreciate everyone being patient as we try to navigate our way through the rules and regulations. Like you, we hope someday things won't be as strict but until then, yours and our safety is priority number one! We are doing the best we can like most establishments are, so as things change, we will be sure to share the news and whether or not things change for us! Again, thank you for following the rules and making it the best possible summer yet! Now if only the weather would be as cooperative!!!

### **Operational Changes**

Telephone system (implemented)- New telephone lines have been installed which allow us to better manage incoming calls and messaging. This improvement seems to have addressed the issues we were experiencing previously with call management.

Golf Genius (implemented) – The Club purchased a licence for this cloud-based tournament management software package earlier this season. While we are still testing the product, we are already seeing the benefits including reduced time associated with event registration, custom scorecards scoring and publishing event results.

Website – Our website is current for the season; Members are encouraged to access Club or event information directly from the website. We are continually looking to add meaningful content that is of interest to the broader membership so please feel free to bring us an idea you may have. (Contact [memberservices@chestergolfclub.ca](mailto:memberservices@chestergolfclub.ca))

Tee-sheet Management – We introduced changes to the tee-sheet this season to expand the number of tee-times. The opening hours for May are one-half hour earlier which added 12 additional tee-times to the tee-sheet (48 additional players). We also reduced the tee-time intervals to 9 minutes (from 10) on a trial basis, which created 24 additional tee-times for members/guests per day (96 additional players).

Online Reservations – We recently introduced a tee-time freeze facility in the online booking through Chronogolf on a test-basis. When a member/guest selects a tee-time through the online booking, that time will be reserved or frozen for the individual for five minutes while they record the names in their foursome. This eliminates the issue of users losing their selected tee-time to another user who is faster recording details. While this is still in a testing mode, any feedback on this initiative would be appreciated. (Contact [memberservices@chestergolfclub.ca](mailto:memberservices@chestergolfclub.ca))

### **End of report**