



May 14, 2021

To: CGC Board of Directors

From: Dave MacMillan, General Manager/Superintendent

Re: Spring General Meeting Report

### **Introduction**

The following report will provide highlights on the golf course operations thus far into the 2021 season.

Our course weathered the mild winter quite well and we opened for the season on April 15<sup>th</sup>, since then we have enjoyed relatively decent weather conditions, albeit some days were cold and windy.

The big story however continues to be COVID and the impact it is having on all of us. From the Club's perspective, the recent restrictions have impacted approximately 30% of our Members who have their principal residence outside of the Municipality which precludes them from playing. In addition, we have seen a significant reduction in green fee play and this combined with reduced Member play has reduced our daily occupancy rates which means, most days it is easy to find a tee-time for those eligible to play.

We revised our COVID Operational Plan this Spring, a copy of which resides on our website under the [NEWS/COVID-19 Updates](#) section. The Management and staff are working hard to ensure the plan is being followed so we can keep everyone safe.

### **SALES Report**

	<b>YTD May 14/21</b>	<b>YTD May 14/20</b>
Green Fees	\$22,074.00	\$0
Cart Rentals	\$6,979.00	\$0
Pro Shop Merchandise	\$20,620	\$1,553.00
Food and Beverage	\$7,965	\$0

## Packages sold

<b>Green Fee Coupons</b>	<b>\$ 19,926.00</b>
10-packs sold	29
20-packs sold (now discontinued)	2
40-packs sold (now discontinued)	2
<b>Power cart coupons</b>	<b>\$ 8,697.60</b>
Member	38
Non-member	4
<b>Memberships (all categories)</b>	<b>\$445,566.08</b>
<b>Services (Storage, pulls carts, range)</b>	<b>\$ 31,344.50</b>

## Round Analysis

### **Rounds**

Daily fee players	797	* Total reservations
Arrived	683	
Reservations	70	* Not checked in
No-show	44	
Members/employees	3474	* Total reservations
Arrived	2862	
Reservations	496	* Not arrived
No-show	116	

The Pro Shop/Starter is focusing on ensuring those with reservations check-in, this is an ongoing issue that will require continual effort over time. The no-show statistics highlight an issue that was a subject included in a recent communique to Members. We will be contacting those who continue to fail to cancel a tee-time to address the issue.

### **Percentage of Play (Members vs Non-Members)**

Members	81%
Non-Members	19%

## **Operational Changes – Implemented or Imminent**

**Telephone system** - We have entered into a contract with Cabco and Avaya to introduce new voice over internet protocol (VOIP) telephones which will be dedicated to the Pro Shop. These VOIP telephones use a method and group of technologies for the delivery of voice communications and multimedia sessions over Internet. These new telephones will allow us to better manage incoming calls and messaging and alleviate Member frustration that has been experienced with the existing system. We estimate implementation by the end of April.

**Golf Genius** – The Club purchased a licence for this cloud based, tournament management software package earlier this season. This will help us eliminate registration by paper and can support custom online registration for member events. While we are still testing the product, it could really ease some pressure from our volunteers in managing registration and scoring. Stay tuned.

**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.

**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 to add 12 additional tee-times to the tee-sheet. We also reduced the tee-time intervals to 9 minutes (from 10) on a trial basis, which will create 24 additional tee-times for members/guests per day.

**Online Reservations** - We are working with Chronogolf and they have agreed to program a change to the online booking so that when you select a time, the system will hold it for you for a few minutes to allow you to enter your foursome. Currently if you are not quick enough, you could lose the time you chose. This change is being tested and should be in effect before summer.

**Starter Position** – Our Starter can now check Members in Chronogolf if they have not registered as arrived at the Pro Shop. This will allow us to better manage arrivals generally and take pressure off the Pro Shop staff, particularly during prime time. Please remember to check in prior to commencing your round.

### **Clubhouse/Restaurant**

The Clubhouse and dining room will remain closed for the time being and our plan is to return to normal operations when we can do so safely.

Our Snack Bar window will be open daily from 9:00am-7:00pm and we will also offer our on-course beverage/snack cart when weather permits. Further, we are offering a daily takeout service between 11:00am-7:00pm based on a reduced menu where members and guests can call in their food orders (902) 275-4543 using the Clubhouse extension. Menu options can be viewed

on the Club's website (<https://www.chestergolfclub.ca/clubhouse-restaurant/>). We want to thank everyone for their understanding and cooperation and if you have any questions, please feel free to contact us.

Respectfully submitted.

Dave MacMillan  
General Manager/Superintendent