



AGM
General Managers Report
August 2022

It is hard to believe that the end of August is almost here and we will be heading into September. Arguably the best month to golf. The course is still shinning going into the fall under the watchful eye of Matt.

My first year here has had its ups and downs, but I am very proud and happy with how the team have come together. The atmosphere around the staff is fantastic and all departments are working together to produce the best product we can.

We have seen a lot of action this year, overall, the membership rounds are down and green fee play is filling in the gaps. Below are the round numbers.

AS Of July 31st 2022,

	94 Days Open
Rounds by Player Type	#
Senior Member	11,050
Daily Fee	7,036
Junior Member	355
Intermediate Member	282
Novice Member	197
Employee	155
Leave Of Absence	2
Waiting List	25
Daily Fee Junior	137
Complimentary	13
Member Guest	110
Total	19,361
No show	319

AS Of July 31st 2021,

	107 Days Open
Rounds by Player Type	#
Senior Member	13,740
Daily Fee	5,273
Junior Member	456
Intermediate Member	311
Novice Member	154
Employee	165
Leave Of Absence	9
Waiting List	81
Daily Fee Junior	-
Complimentary	0
Member Guest	81
Total	20,270
No show	485

Member VS Non Member	
Member/Staff	57%
Non-Member	36%

Member VS Non Member	
Member/Staff	68%
Non-Member	26%

This year we underwent a new "Lottery System" to help with access to the tee sheet. Remember this was never going to produce more times, this was to make the booking process stress free and to give everyone a chance to access the sheet. Many members have approached



me to provide feedback on how it is working and overall opinion has been great. Fridays and Holidays have been the only consistent days where some do not receive a time they are looking for.

We will be putting together another Members survey near the end of the season and this will give us better opportunity to hear what the membership as a whole has to say. Please make sure you take the 10 minutes and answer the questions when it comes out. It helps us make better decisions.

Our sales have seen an increase in the Restaurant and Pro-shop, with an increase in sales we see an increase in expenses. Everything is trending in the right way.

As of July 31	2022	2021	2020
Green Fees	\$ 392,138.70	\$ 243,904.00	\$ 252,237.00
Cart Rentals	\$ 106,049.85	\$ 85,694.00	\$ 77,032.00
Pro-shop Sales	\$ 121,716.81	\$ 66,163.00	\$ 51,706.00
F&B Sales	\$ 402,283.55	\$ 221,616.00	\$ 173,165.00

We have had a few ScoreGolf raters to the club and I would like to share with you what they have said about this special property

Note # 1

“The wind was a particular challenge that day but all was forgotten when taking in the views. Had a miracle on the first hole though with a 10 foot eagle putt.

Even though I only played it once I can appreciate the subtle contours of the greens and how they can greatly influence play. The greens were in perfect conditions.

On a social level you seem to be doing a great job with F&B specials and dining traffic.

I also can't remember seeing so many women and junior golfers in one day on one course. Congrats.

Regards,

Phil Gribbin

PS. I was pleasantly surprised by your Pebble tree!”



Note # 2

"Thanks for a wonderful day. It was a pleasure to play the course named after me, 😊 but above all it was such a lovely course to play with two pros like the two of you running the operation. You made me feel right at home.

The course is a beautiful place to be and enjoy, no matter how you score. I will be sure to tell all golfers I know to be sure to put Chester G&CC on their list of must play courses when in Nova Scotia. Be sure to get in touch if you get up to central Ontario.

*Thanks for the lovely book.
Regards
Chester Graham"*

It is great to hear such nice words said about the course and the club, not a day goes by wear I am not stopped to be told how the course condition is the best it might have ever been. This coming from long time members. It is a treat to be told this regularly.

Below is a note from our Head Pro Dan Fraser and our F&B team of Coralee and Joanna, giving you their side on how the season has been going. I would like to thank all of the staff for their dedicated work.

Note from our HP Dan Fraser

The Pro Shop has been doing great during these dog days of summer. The Staff have remained upbeat and motivated to provide excellent customer service to our members and guests. I'm very proud to see them grow as a team through the season...even during the recent heat wave.

Sales in August continued to be strong as the golf course continues to check nearly 300 rounds daily. Although our Club Championship numbers were not as strong as in previous seasons we were only ten players down from 2021 and the efforts of our backshop and proshop teams on the first tee and with the "live TV scoring" made a great impression on all the participants.

The Jordan Boys Celebrity Golf Challenge went very well. The Backshop team stepped up well and delivered a home run on some late curve balls. The organizers were very impressed as we were able adapt on the fly and handle the changes made with carts.



Were looking forward to a very busy September as group season kicks into high gear. Although we are losing some staff due to university, we'll be ready to go for the fall season.

Thanks everyone.
Dan

Note from Joanna and Coralee

The Chester Golf Course Clubhouse has seen one of the busiest summers for a few years. It has been great to see so many new customers as well as a lot of familiar faces returning. We have had a fantastic team in the clubhouse this year and it would not have been possible without them.

We have worked hard to create a fun and enjoyable work environment for the staff that has been noticed and complimented by both members and guests. The front of house team has provided excellent service with a smile even on the hottest days.

Patti and the back of house team continue to work long hours to keep the kitchen running smoothly. The quality of the food this year has been incredible and everyone loves the new menu items.

As we approach the end of August, we are very sad to say goodbye to the students going back to school. We would like to thank them for their hard work and dedication over the summer.

We anticipate September to be another busy month with numerous tournaments scheduled every week. We are excited to welcome new and returning groups and we will continue to provide excellent food and service to all members and guests of the clubhouse.

Joanna and Cora

Golf Course Report – Matt Blackburn

This year our main focus areas have been turf health, bringing areas back to their original intent and trying to focus on the details.

My goal is for the membership to be playing a championship quality golf course that is in tournament condition every day. We have made changes and I know that everyone will not always agree with what we are doing but we do our best to make decisions with the overall playability of the course in mind.



My general philosophy is to grow less grass. This reduces the need for aggressive agronomic practices to remove thatch. These practices are often disruptive to golf.

We have been applying wetting agents monthly to all fairways. This combined with having a fully and properly functioning irrigation system is resulting in the fairways being in great condition. We have been spoon feeding the fairways with fertilizer to better control the growth rate and avoid messy clippings, but still have them green and healthy.

We have been spoon feeding greens as well to produce a slower and more consistent growth rate. This helps produce more consistent putting surfaces and better green speed. Our target has been 9 feet on the stimpmeter and we have been in that area all season. I feel it is a good speed to satisfy the majority but still keep them in an area where if we want to speed them up for any reason we have that ability without much effort. At the 9 foot speed it gives us adequate pin locations. If the greens were faster we would be very limited in fair cupping area.

We have put into place a consistent tee divot filling program and adjusted the water schedule to best help the divot mix grow. I feel that, for the play we receive, the tees are still in pretty good shape. We have been walk mowing tees all season to reduce the wear from the larger ride on mower.

In the rough we have tried to be selective in where we apply fertilizer. This is an effort to fill in thin areas but not create clipping issues in others.

We have eliminated all but few weeds in the rough and on tees. This is an ongoing program but it gets easier once the weeds are in check. I would like to spray the weeds in the fairways this season if we can fit it into our schedule.

Landscape Restoration

We have looked at areas of the golf course that may have become over grown over time and have lost their original intent. We have also looked at areas where views can be opened up to better showcase the ocean. We have also been looking at areas where beautiful trees have become crowded. We thin these areas out and put these trees on display. In a number of cases we have had to remove trees that have become overgrown and are negatively affecting turf and sightlines. We have to remember that nature is always trying to take back over and we have to keep it pushed back.



Focusing on the Details

The goal here is to have the golf course in tournament condition every day. Obviously, that doesn't happen every day but that is what we are striving for. This is where the little things come in like; blowing off par 3 tee decks, edging tee plates, edging sprinklers, edging stairs and steps, spending time on bunker maintenance, having a consistent mowing schedule and trying to reduce the clutter on the golf course. As I figure out this property and fine tune the program I plan to continue to push this philosophy forward.

Staff Engagement

I try to create a positive work environment where staff are encouraged to bring their ideas forward for discussion. They are engaged and have seen the results and heard the positive feedback about what we are doing. The positive compliments are really driving the staff and showing them that their efforts matter and don't go unnoticed.

Respectfully submitted,

Matt Blackburn

As you can see from the notes from our managers, lots going on at the CGC and team is working together to provide the best experience for our loyal members. Thank to both members and staff for welcoming me to the CGC.

Cheers,

Alex Egan

