

Golf Madison Parks 2019 Season Update

The 2019 season has been underway beginning on April 1st. So far the season has been rainy with average temp of 57 degrees. The month of April saw a total of 3.42 inches of rain in our area. The month of May will start out with another 2.5 inches of rain from May 1st – May 9th making a total of around 5.92 inches since we opened the courses for the season. For comparison purposes,

- 2018 April had 2.16 inches of rain, and from April 1st – May 9th 7.11 inches in total.
- 2017 April had 5.3 inches of rain, and from April 1st – May 9th 6.1 inches in total.
- 2016 April had 1.69 inches of rain, and from April 1st – May 9th 1.97 inches in total.

Yahara was unable to allow carts on 13 of the 30 days of April, and has started May off with only 3 days allowing carts. We estimate that over \$16,000 was lost just in the month of April at Yahara due to loss of cart revenue. Not only rain, but on April 27th we received a covering of snow that was unexpected. That is now two years in a row we have received significant snow accumulations at the end of April.

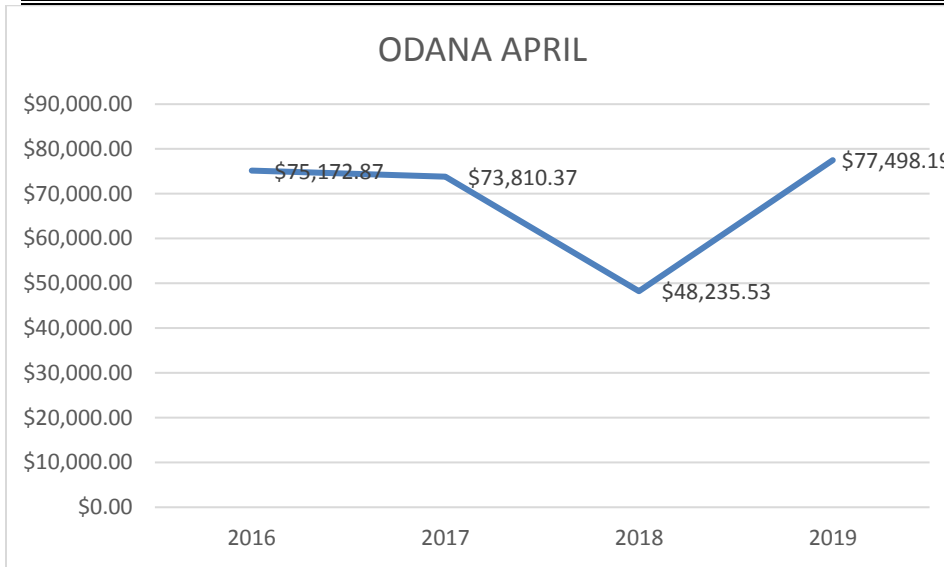
The biggest addition to our operations is the implementation of our new point of sale system, TeeSnap. We continue to find new helpful items and fix bugs daily as we work towards making this new software more efficient for both user and customers. So far we have grown our customer base from essentially 0 to 4,000 emails, and our customer base is just under 5,000 people strong. These emails will allow for a greater communication, promotion, and marketing with current and future guests. It will be our goal to continue to grow this list to 20,000 names by the end of the season.

Maintenance operations continue to face challenges due to unprecedented rain starting in August of 2016. This has made progress on projects such as tee boxes and drainage fixes almost impossible. We continue to fight weather by mowing areas we can as much as possible. We make sure to plan ahead for large scale rains by spending as much time as possible on general mowing upkeep. Once rain subsides we intend to start the drainage projects immediately in order to help aid in heavy rain recovery. Along with drainage fixes will be slit seeding processes on fairways such as #15 at Odana and all low holes at Yahara where turf was lost due to standing water. As time and weather allows will be continued work on the bunkers of West #8 and East #9 at Yahara Hills.

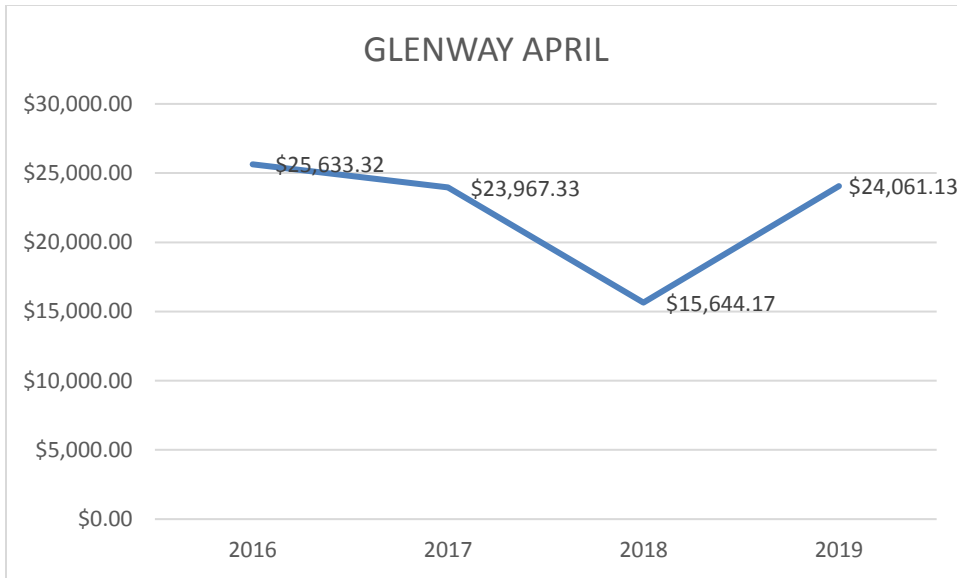
Below you will find all revenues from 2016 – 2019 in the month of April. You will see that we are up from the 2018 season, but still down from 2016, which we would deem to be a good start. We hope that we can again climb back into revenues resembling 2016 moving into the month of May. If this is possible a successful season is attainable. This inevitably coincides with weather patterns. As we know 2018 was potentially the worst start to a season we can expect. We remain optimistic that revenues can increase moving forward.

APRIL DATA

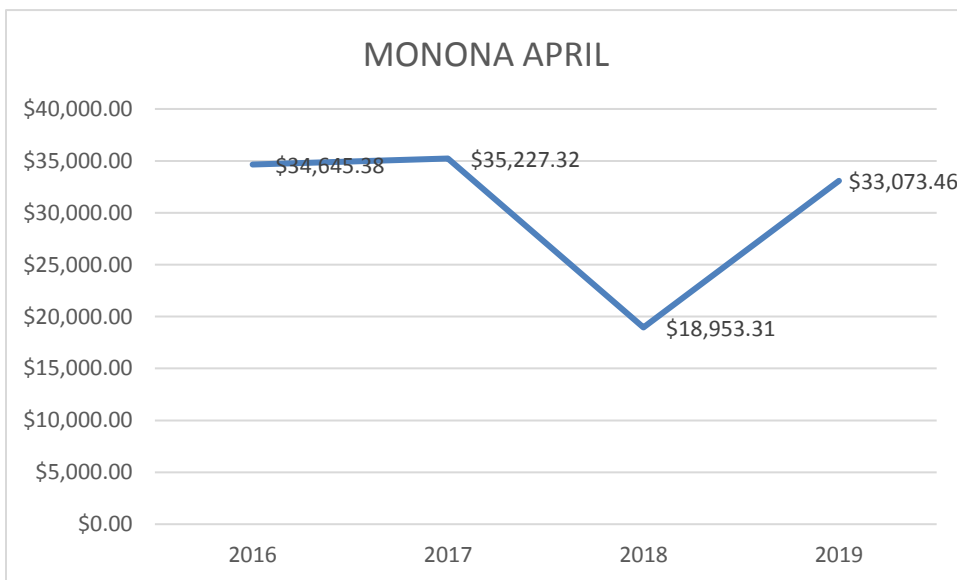
Odana	2016	2017	2018	2019
Cart Rental	\$13,610.73	\$18,620.27	\$8,894.13	\$12,533.69
Range	\$0.00	\$0.00	\$0.00	\$4,186.21
Event Rentals	\$0.00	\$0.00	\$0.00	\$660.00
Food & Beverage	\$14,083.43	\$11,039.16	\$5,861.27	\$9,069.74
Services	\$0.00	\$4,400.00	\$4,107.50	\$3,645.00
Greens Fees	\$47,478.71	\$39,750.94	\$29,372.63	\$47,403.55
TOTAL	\$75,172.87	\$73,810.37	\$48,235.53	\$77,498.19



Glenway	2016	2017	2018	2019
Cart Rental	\$4,590.19	\$3,818.96	\$1,854.24	\$3,420.28
Range	\$0.00	\$0.00	\$0.00	\$0.00
Event Rentals	\$0.00	\$0.00	\$425.00	\$70.00
Food & Beverage	\$2,756.95	\$2,930.53	\$1,917.97	\$2,984.35
Services	\$0.00	\$0.00	\$0.00	\$0.00
Greens Fees	\$18,286.18	\$17,217.84	\$11,446.96	\$17,586.50
TOTAL	\$25,633.32	\$23,967.33	\$15,644.17	\$24,061.13

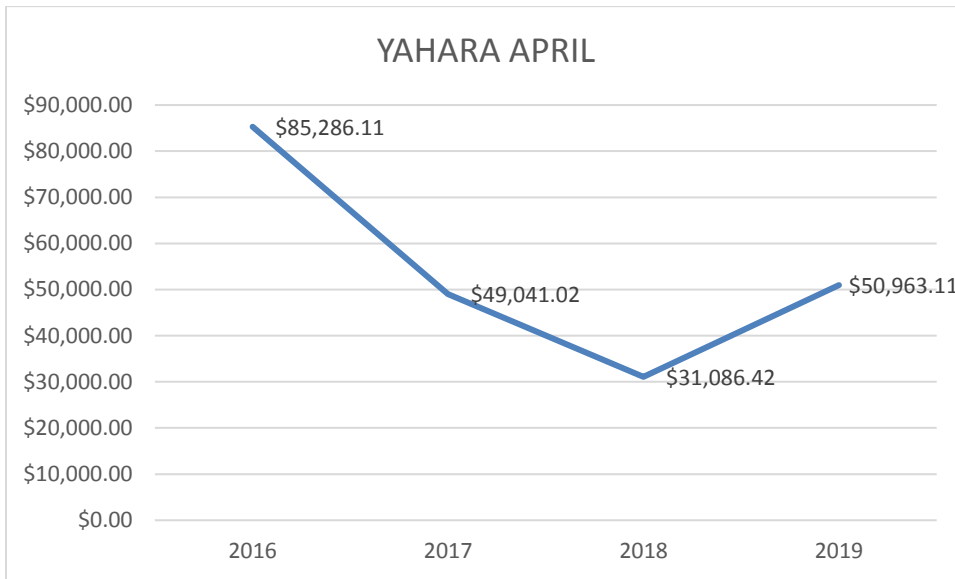


Monona	2016	2017	2018	2019
Cart Rental	\$9,204.10	\$8,483.70	\$3,512.77	\$6,584.30
Range	\$0.00	\$0.00	\$0.00	\$2,348.78
Event Rentals	\$0.00	\$0.00	\$0.00	\$10.00
Food & Beverage	\$4,347.96	\$4,007.20	\$2,445.62	\$4,301.88
Services	\$9.48	\$0.00	\$425.00	\$54.00
Greens Fees	\$21,083.84	\$22,736.42	\$12,569.92	\$19,774.50
TOTAL	\$34,645.38	\$35,227.32	\$18,953.31	\$33,073.46

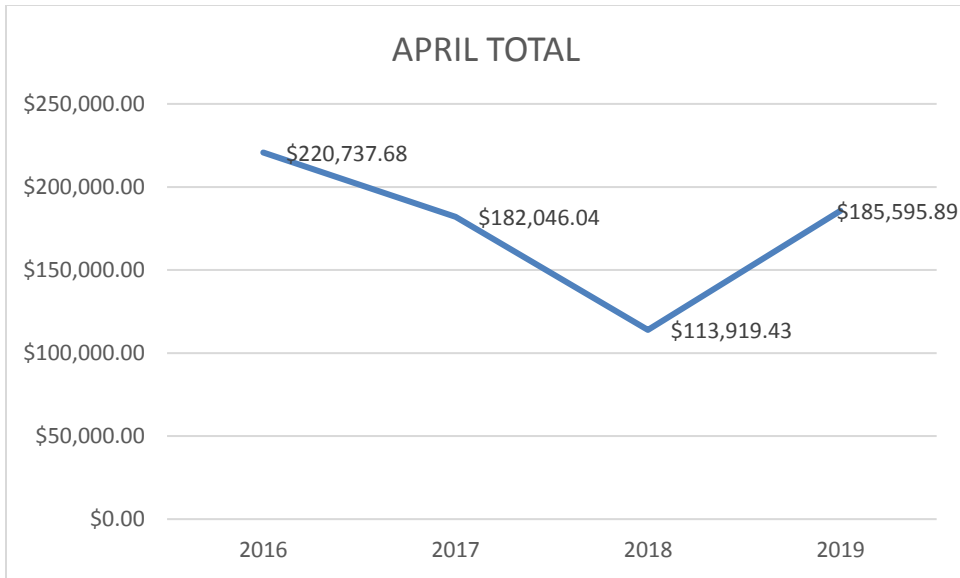


Yahara	2016	2017	2018	2019
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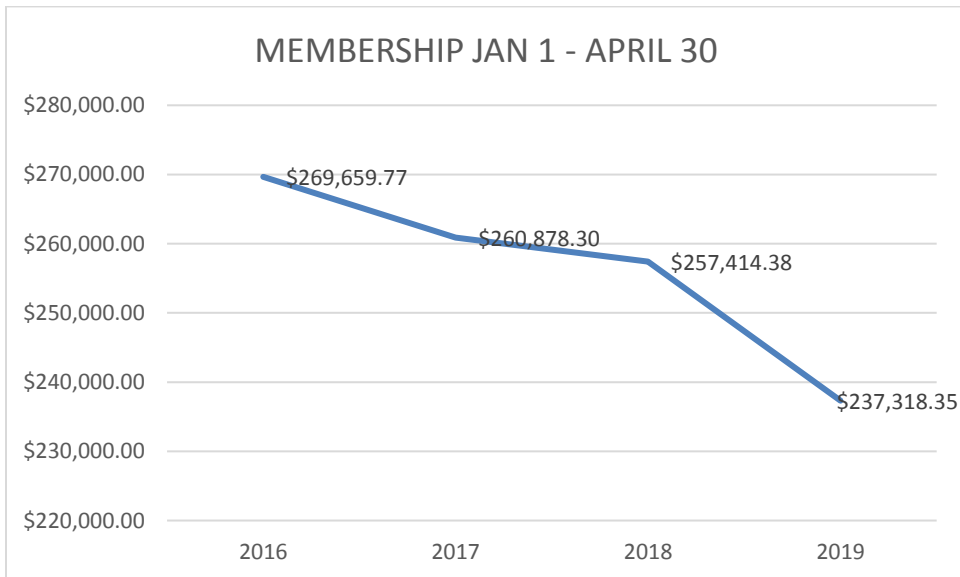
Cart Rental	\$25,294.98	\$10,898.16	\$8,546.23	\$10,627.50
Range	\$0.00	\$0.00	\$0.00	\$247.30
Event Rentals	\$0.00	\$0.00	\$0.00	\$55.00
Food & Beverage	\$14,439.35	\$7,118.26	\$3,747.13	\$5,743.17
Services	\$0.00	\$0.00	\$425.00	\$702.00
Greens Fees	\$45,551.78	\$31,024.60	\$18,368.06	\$33,588.14
TOTAL	\$85,286.11	\$49,041.02	\$31,086.42	\$50,963.11



ALL	2016	2017	2018	2019
Cart Rental	\$52,700.00	\$41,821.09	\$22,807.37	\$33,165.77
Range	\$0.00	\$0.00	\$0.00	\$6,782.29
Event Rentals	\$0.00	\$0.00	\$425.00	\$795.00
Food & Beverage	\$35,627.69	\$25,095.15	\$13,971.99	\$22,099.14
Services	\$9.48	\$4,400.00	\$4,957.50	\$4,401.00
Greens Fees	\$132,400.51	\$110,729.80	\$71,757.57	\$118,352.69
TOTAL	\$220,737.68	\$182,046.04	\$113,919.43	\$185,595.89



Year to date Membership				
ALL	2016	2017	2018	2019
Memberships	\$269,659.77	\$260,878.30	\$257,414.38	\$237,318.35

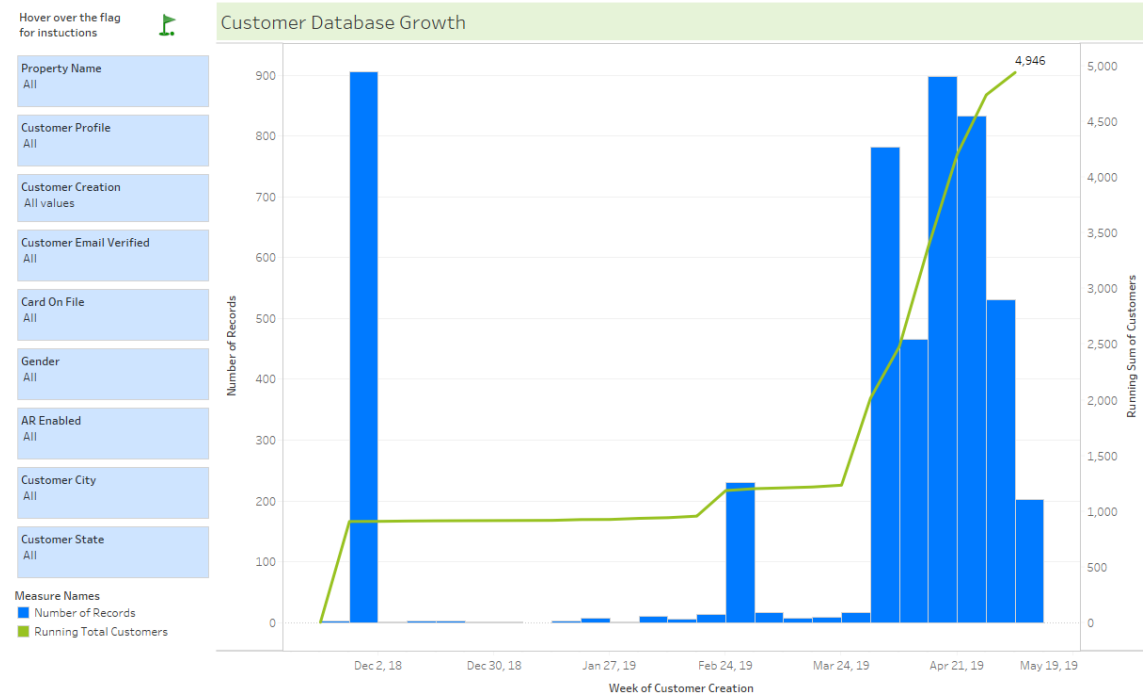


Yahara Hills Lost Revenue – (Not allowing Carts)

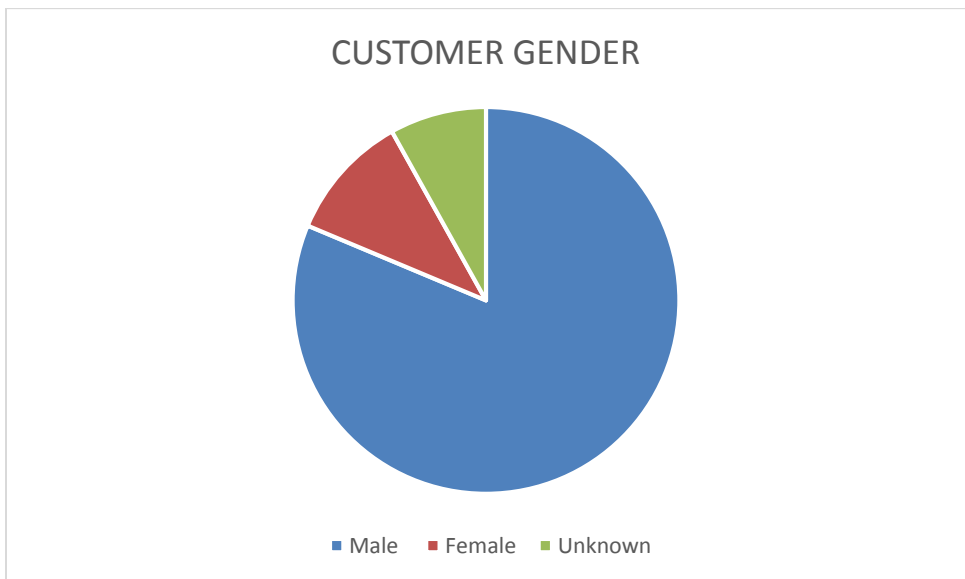
Date	Revenue Made	Est Revenue Lost	Difference
4/4/2019	\$ 423.00	\$ -	

4/10/2019	\$ -	\$ 2,700.00	\$ 2,700.00
4/11/2019	\$ -	\$ -	\$ -
4/12/2019	\$ -	\$ 100.00	\$ 100.00
4/13/2019	\$ 1,872.00	\$ 2,800.00	\$ 928.00
4/14/2019	\$ 81.00	\$ 500.00	\$ 419.00
4/23/2019	\$ 1,088.00	\$ 7,500.00	\$ 6,412.00
4/24/2019	\$ 3,643.00	\$ 7,500.00	\$ 3,857.00
4/25/2019	\$ 1,490.00	\$ 3,400.00	\$ 1,910.00
4/26/2019	\$ 4,132.00	\$ 6,800.00	\$ 2,668.00
4/27/2019	\$ -	\$ -	\$ -
4/28/2019	\$ 1,124.00	\$ 2,000.00	\$ 876.00
4/29/2019	\$ 14.50	\$ 700.00	\$ 685.50
4/30/2019	\$ 4,287.00	\$ 4,487.00	\$ 200.00
TOTALS			\$ 16,408.50

Customer Data Base

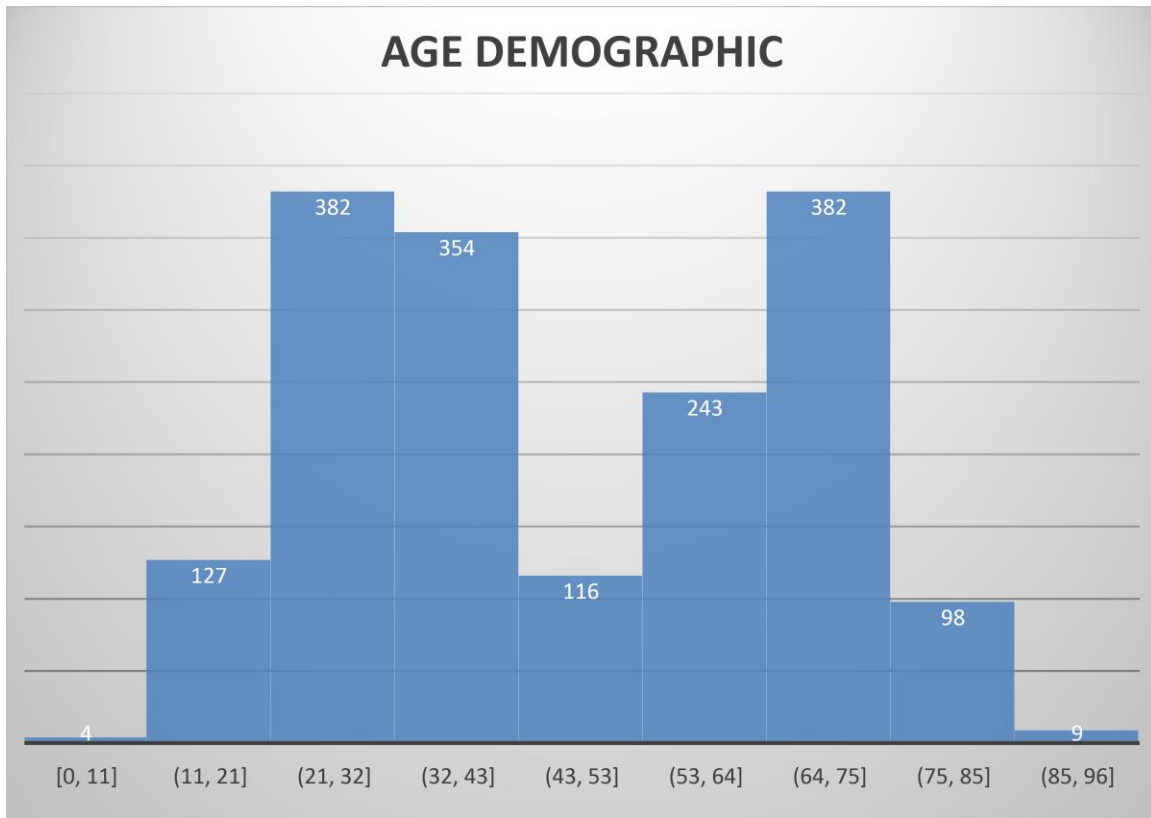


Customer Gender		
Male	Female	Unknown
4022	524	400



Age Demographic

(This data only contains 1,715 people of our 4,969 person database)



Season Kickoff Party Summary March 3rd - 4th 2019 Odana Hills Golf Course

Quick Facts:

- Sold 416 cards of all pass types: (472 in 2018) (2018 totals in parenthesis)
 - 2 - Summer Junior Pass (1)
 - 2 - Junior Pass (4)
 - 1 - Loyalty Couples Weekday Pass (3)
 - 7 - Loyalty Couples Unlimited Passes (14)
 - 199 - Loyalty Cards (203)
 - 26 - Loyalty Weekday Passes (32)
 - 93 - Loyalty Plus Cards (86)
 - 86 - Loyalty Unlimited Passes (129)
 - \$144,330.22 fees paid for all card types. Tax amount has been removed. This is pure sales revenue.
- Total amount discounted:
 - \$16,823.28
- New members of each category (upgrades and new cards)
 - 2 - Summer Junior Pass
 - 2 - Junior Pass
 - 0 - Loyalty Couples Weekday Pass
 - 2 - Loyalty Couples Unlimited Passes

For Ryan's use: Pass History Analysis Report (check membership/expire dates)

- 21 - Loyalty Cards
 - 7 - Loyalty Weekday Passes
 - 8 - Loyalty Plus Cards
 - 18 - Loyalty Unlimited Passes
 - **Total: 60 New Cards (72)**
- Total amount made off new cards
 - \$232.20 - Summer Junior Pass
 - \$450.00 - Junior Pass
 - \$0.00 - Loyalty Couples Weekday Pass
 - \$1494.00 - Loyalty Couples Unlimited Passes
 - \$661.50 - Loyalty Cards
 - \$6615.00 - Loyalty Weekday Passes
 - \$468.00 - Loyalty Plus Cards
 - \$21870.00 - Loyalty Unlimited Passes
 - **Total: \$31,790.70 Made on New Cards**
- 2017 Comparison
 - \$292,132.68 made in all of 2018 membership sales
 - \$144,330.22 made at 2019 Season Kickoff Party alone.
 - Accounts for 50% of all 2018 pass sales
 - 166 Unlimited/Weekday Cards sold in all of 2018
 - 120 Unlimited/Weekday Cards sold at 2019 Party
 - 73% of 2018 total sold