

## MEMORANDUM

**TO:** Steve Pinkerton  
General Manager

**FROM:** Michael McCloskey  
Senior Head Golf Professional

**SUBJECT:** Golf Operations Status Report for April 2015

**DATE:** May 15, 2015

---

In April, we continued to keep the driving range open at the Championship Golf Course due to the warmer than average temperatures. In the month of April we sold 325 buckets and 37 new range passes in the month; that equated to \$7,000 in driving range revenue. We were also able to open the Chipping Green earlier than normal in order to offer our golfers an opportunity to practice their short game; that opened on April 10<sup>th</sup>.

Along with the practice facilities being open, we also kept the Championship Golf Shop open through the Month of April. This allowed for our team to sell our sale merchandise as well as some of the new arrival pieces from our vendors. We started to receive new product from our vendors for the season around April 15<sup>th</sup>. Total merchandise sales for the month of April were \$6,000. Having the golf shop open also meant that we were able to make pre-booked reservations for the season. In the month of April we collected \$1,800 in pre-book reservation fees for tee times in the 2015 golf season.

From a sales and marketing prospective, we have very attractive page ads in the Golf Nevada 2015 Annual Print, Golf Week Best Courses You Can Play, Tahoe Quarterly, to name a few. We rolled out an Early Season Special promotion focusing on generating attractive package rates to our customer database to draw them to come and play prior to June 1<sup>st</sup>. This promotion was distributed through our email database, which reaches 5,700 customers, as well as our consultants email database in Sacramento area, which reaches 45,000 customers. Our sales manager at Diamond Peak Eric Kertzman, who will be focused on selling golf this summer, has begun meetings with lodging partners in town and will soon move around to the north lake with our Lodging Property offering to get our partners more in the game of selling our golf courses. This

focuses on our sales plan to market to those individuals that have travelled to Tahoe without the original plan to play golf while they are in our area. The Lodging Partner program packages rates with rentals, range balls, food options, etc to attract those customers with a competitive offering.

We re-opened the Hyatt Sports Shop on Monday April 27<sup>th</sup> and are now selling green fees to the Courses, tennis court reservations and products, disc golf equipment and information, co-opting with the Village Ski Loft on summer bike rentals and attire.

Staffing for both courses has gone very well and we anticipate opening with a positive group of employees. We are very proud to return a high number of employees for the 2015 golf season, both the Championship and Mountain Courses are returning 83% of our staff from 2014.

The food and beverage team made the transition from Diamond Peak to golf in the end of March and early April. Each season the Food & Beverage team puts together a committee of Residents to collaborate on the Grille Menu and operational standards, it is call the Grille Committee. The Grille Committee met in late April and gave the Food & Beverage managers a lot of valuable feedback to help our summer successes at The Grille. Food & Beverage is also excited to transition key staff members from Ski to Golf.

From a turf prospective, the Courses are in great shape for this time of year and as good as most can remember. We started mowing, irrigating, and fertilizing the golf course in the first weeks of April, about 2 week earlier than normal. April's beautiful weather has also allowed for us to put significant time and resources to off season course projects. All of which help the course mature and play more consistently when the course opens in May.