

Financial and Operational Summary For the month of Jan-April 2024

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Sales to Budget

Jan 1, 2024 - Apr 30, 2024

Day of Week

GL Account

Revenue Bucket

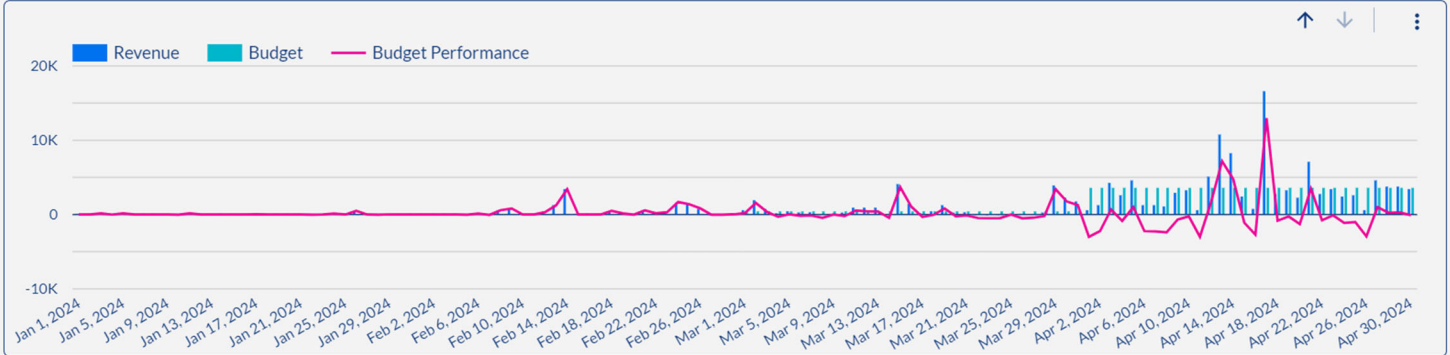
Budget Performance
\$25.11K

Total Revenue
\$152.26K
 ↑ 36.9% from previous year

Total Budget
\$127.15K
 ↑ 43.9% from previous year

Unmapped Items
4

[Review Item Mapping](#)

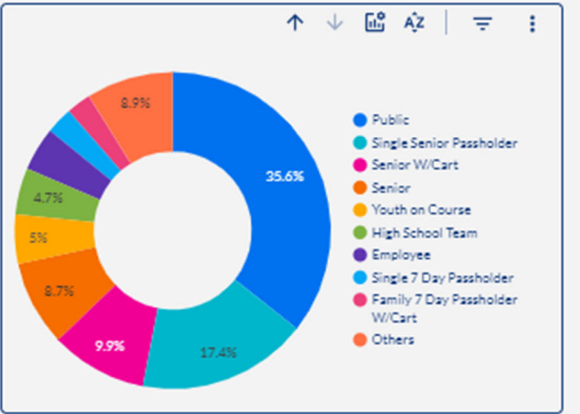
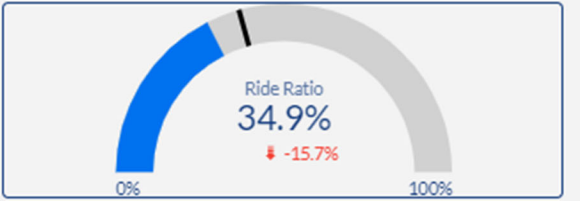
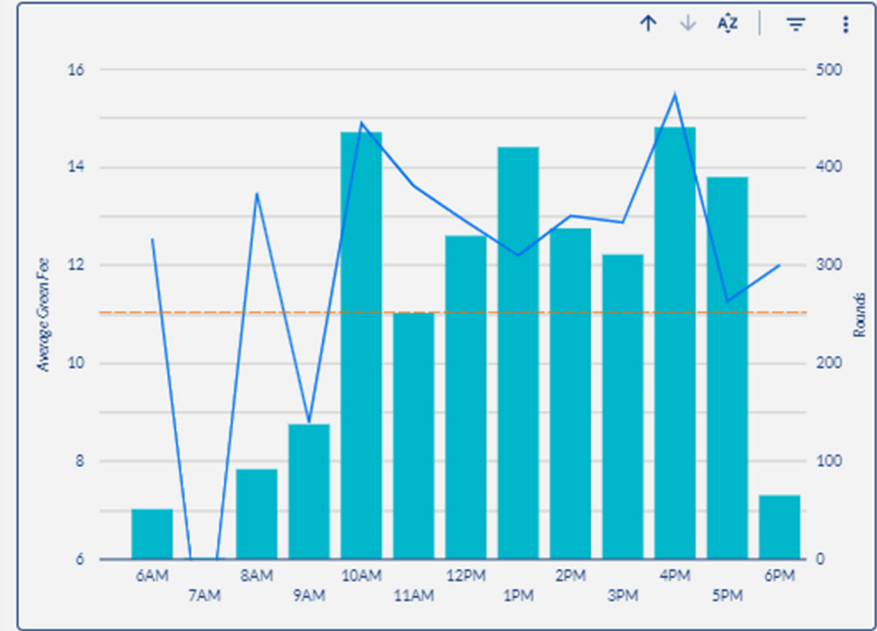


Round Summary





Jan 1, 2024 - Apr 30, 2024

Day of Week	State: arrived (1)	First Name	Customer Type	Round Type
Hour of Day	Course	Last Name	Customer Email	Round Bucket




Rounds 3,275 ↑ 10.2% from previous year	Green Fees \$42.92K ↑ 30.5% from previous year	Cart Fees \$18.45K ↑ 5.0% from previous year	Total Fees \$61.37K ↑ 21.6% from previous year	Unique Customers 1,009 ↑ 22.9% from previous year
Avg Days In Advance 2.5 ↑ 39.4% from previous year	Avg Green Fee \$13.10 ↑ 18.5% from previous year	Avg Cart Fee \$11.41 ↑ 2.4% from previous year	Avg Total Fee \$18.74 ↑ 10.4% from previous year	Email Capture Rate 89.3% ↑ 2.0% from previous year







General Club Performance:

-  The course opened on February 28, 2024 for golf this season which is 2-3 weeks earlier than normal. We did not start allowing carts until the middle of March due to the weather conditions and the condition of the grass on the course.
-  We are currently ahead of budget by \$25,110 for the January-April time frame. The earlier rounds than normal made an impact on this number. We have continued to battle the weather off & on between moisture (not complaining) and the seemingly endless wind, but rounds are still up over last year.
-  Men's leagues began the week of April 15th and the ladies' leagues will begin the first week in May.
-  We are in full gear and ready for a very busy summer here at Jackrabbit Run





Memberships & Marketing:

-  Pass sales are down 17% from the same time frame as last year, but our public rounds are up over 5% from last year. The above graph shows that 35.6% of the dollars brought in are from public golfers this year. Last year that number was 30.3%. We value our passholders, but the public golfers paying the higher daily rate is making a positive impact to the bottom line.
-  We have sold some advertising to local businesses to help pay for the new Tagmarshal GPS System.
-  We have also been running different radio spots to reach new potential public golfers as well as informing people about our passes.



Golf Outing and Banquet Bookings:

-  We have already held two High School, one Junior PGA, and one fundraiser tournament so far this year.
-  We have a large graduation event booked in May
-  There are currently 20 more tournaments/events on the calendar between May and September 2024
-  I am making a very conscious effort to not book events on both days of a weekend. I feel it is very important that we have ample openings for public golf. A lot of our new clientele have told us they are coming here because they are not able to get a tee-time at another course due to so many events being booked, or that our pricing is better for public golfers.





Course and Grounds:

-  Over the winter we sharpened all blades on the greens & fairway mowers & serviced all the equipment.
-  This spring we have been working on putting out new flags, flag sticks, tee marker equipment including new tee balls, tee consoles, ball washers, trash cans & hole signs.
-  We received “new” used Tri-Plex Mower for tee-areas, a new Sand Pro for bunkers & a new sod cutter for the tee console project.
-  Irrigation has been a significant battle this spring. After filling the irrigation system, we discovered there had been a lightning strike on the #3 well rendering it inoperable. New 3-Phase wire had to be ran from the pole to the well which meant over 1500 ft of wire. Our red electrical irrigation power line had a decoder problem, likely caused by the lightning strike that had to be replaced. The same well had a hole in an 8” steel pipe which caused the pipe to need to be replaced. Behind the #2 tee-box was a significant leak, an 8” X 6” X 4” tee break. On the #12 green was a 4” X 4” X 1.5” tee break irrigation leak. We have also repaired the blue electrical irrigation control line with a new decoder to make it operable again. The most recent thunderstorm produced a new lighting strike on the yellow electrical irrigation control line which we are now in the process of getting fixed.

Major Personnel actions :

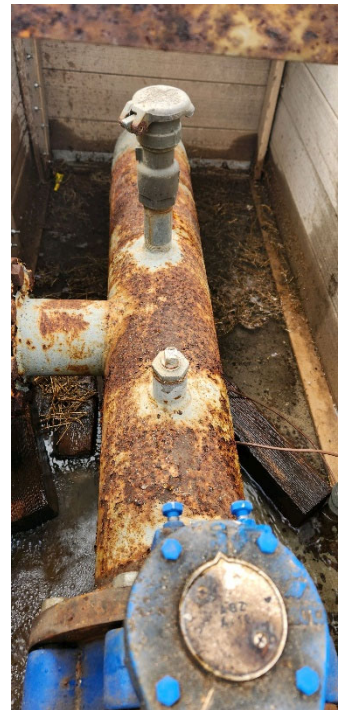
-  All our staff from last year is returning, except for 3 individuals. We have hired a few new staff members to fill our crew for the upcoming season.
-  We have hired long time Grand Island resident Jerry Watson as our Assistant General Manager and Jake Herrmann as our Teaching Pro for the 2024 season.

Other Club Matters/ looking ahead

-  We are looking to be very busy again this year. We have numerous tournaments/events on the calendar.
-  We have started the process & a study has begun to determine the best route forward to improve/expand our current clubhouse facility, or if it is a better economical option to start with a new structure.
-  Concrete pads will be started soon in the maintenance area along with having the doors replaced on the maintenance building & on course restroom.
-  We are in the process of evaluating quotes for the new cart lease which will begin in the Spring.



**Just a few of
our 2024
irrigation
woes!!**





New Assistant Manager Jerry Watson



Jake Herrmann-Teaching Pro



Awards Ceremony for High School Tournament.



New Window Perf
Proud Home of NW Golf



Patrick Vilai before
Drive/Chip/Putt
at the Masters!!!



Northwest Boys Golf
First time seeing the window



Spring Mornings
are beautiful at
Jackrabbit Run

