

Financial and Operational Summary For the month of May 2024

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Sales to Budget

May 1, 2024 - May 31, 2024

Day of Week

GL Account

Revenue Bucket

Budget Performance

\$63.44

Total Revenue

\$152.85K

↑ 2.3% from previous year

Total Budget

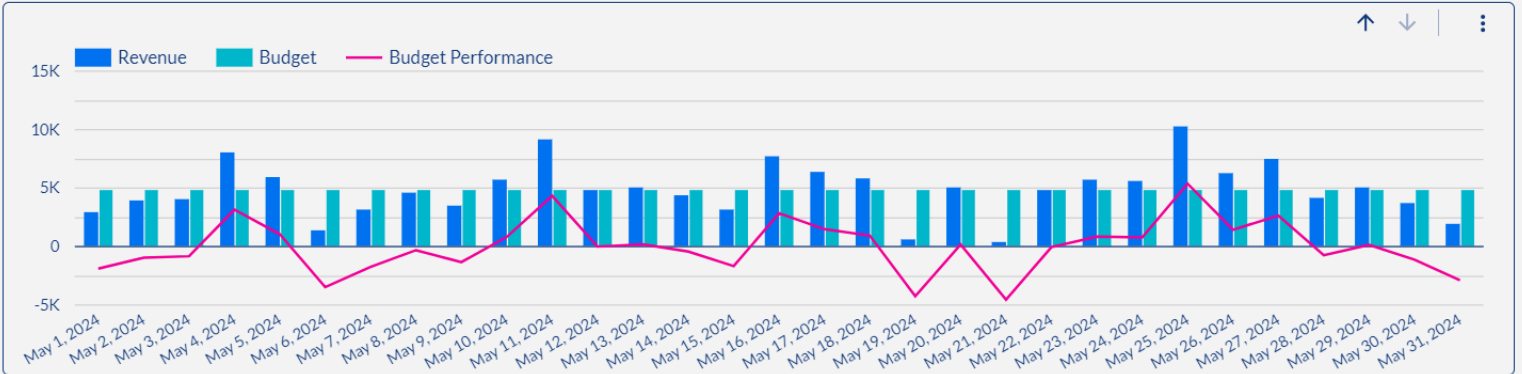
\$152.79K

↑ 13.1% from previous year

Unmapped Items

4

[Review Item Mapping](#)

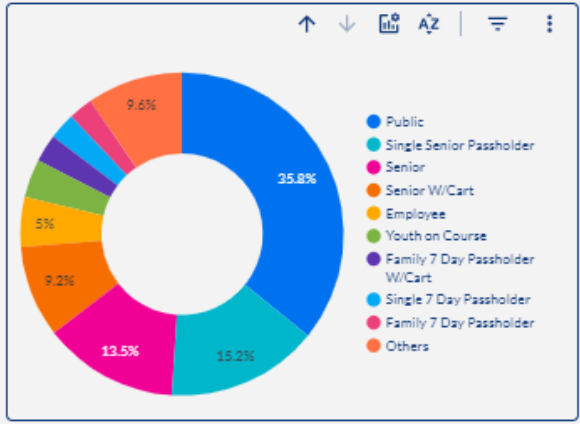
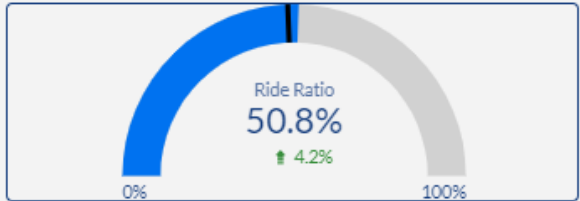


Round Summary


May 1, 2024 - May 31, 2024


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


Rounds 4,131 <small>↓ -8.9% from previous year</small>	Green Fees \$56.01K <small>↓ -1.1% from previous year</small>	Cart Fees \$33.55K <small>↑ 5.9% from previous year</small>	Total Fees \$89.56K <small>↑ 1.4% from previous year</small>	Unique Customers 1,316 <small>↑ 9.9% from previous year</small>
Avg Days In Advance 3.3 <small>↑ 62.2% from previous year</small>	Avg Green Fee \$13.56 <small>↑ 8.5% from previous year</small>	Avg Cart Fee \$11.05 <small>↑ 4.1% from previous year</small>	Avg Total Fee \$21.68 <small>↑ 11.3% from previous year</small>	Email Capture Rate 82.6% <small>↓ -0.2% from previous year</small>




Other Club Matters/ looking ahead


 ***We have received quotes from the three major golf cart companies-Club Car, Ez-Go & Yamaha for the new cart lease which will begin in the Spring. This needs to be a high priority to resolve how this process will be handled because although lead-times have improved on delivery of carts, there is still a significant time between ordering and delivery. I was led to believe that these carts will be purchased by Landscapes Fleet Lease and the plan is to have the city lease them from Landscapes the same way we currently lease all the maintenance equipment. We have done a significant amount of research on the three different cart models including fuel economy, past issues and serviceability. Yamaha is by-far the leader and our desired choice to go forward. I welcome sitting down with you to get this process going ASAP. This is an essential part of running this business.


 ***We continue to struggle with our drinking water issues. Most recently our aging Reverse Osmosis unit began leaking and we are now having to shut it off nightly to prevent water from flowing into the 50-year-old septic system & overwhelming it. Parts are hard to source and we are working on trying to baby it through. Hooking to city water needs to be on the radar before we lose the system completely. City water is literally 900 feet from our clubhouse and I realize that this will not be an inexpensive project, but with the recent approval of being able to use pure core poly pipe instead of copper pipe, the cost is greatly reduced. If we lose drinking water, we lose the ability to serve fountain drinks, mixed drinks and having any ice.

 I have a meeting with the architectural firm this week to discuss their findings from the clubhouse study. I will provide an update after that meeting.





General Club Performance:

 The month of May 2024 was flat in sales performance compared to budget. We had numerous days this month where we either were not able to allow carts, or had to close completely due to the amount of rain we received. Although sales were flat, our careful spending allowed us to turn a nice profit for the month. The draft financials show our EBITDA being approximately \$30,000 ahead of budget for the month of May.



 We are still ahead of budget for the fiscal year and are hoping that the weather begins to cooperate in June.

 All golf leagues are in full swing and we have a new Teacher's League this year with a group of educators from Grand Island Senior High playing a 9-week league.






Memberships & Marketing:

-  Pass sales remain 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 35.8% of the dollars brought in are from public golfers this year. Last year that number was 34.7% for the month of May. We value our passholders, but the public golfers paying the higher daily rate continues to make 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 continue to work out a few bugs, but overall, the feedback has been extremely positive.
-  We are continuing to run different radio spots to reach new potential public golfers as well as informing people about our passes.
-  We have seen quite a bit of patronage from being part of the Nebraska Golf Passport, the Big Red Book and a bonus course on the Omaha Golf Card.









Major Personnel actions :

-  We are currently fully staffed.
-  We are partnering with Jake Herrmann to be our Golf Instructor this season. Jake has a tremendous amount of experience giving golf lessons to youth all the way up to senior golfers. We have had a lot of inquiries about lessons and Jake is already quite busy. He is the past Assistant Golf Coach at Aurora High School and is now the Head Golf Coach at Grand Island Northwest. Feedback so far has been very positive.

Golf Outing and Banquet Bookings:

-  In May we had two GIMGA Tournaments scheduled but one was postponed due to weather.
-  We hosted a large graduation event, a group from the Air National Guard Base, the Northwest High School Kids Golf Camp and two other large tee-time groups.
-  We also hosted Club Fitting Days for Cobra & Callaway. Titleist fitting day is scheduled in early June.
-  I continue to make 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.
-  Grand Island Northwest Girls Golf Team was the recipient of 6 brand new sets of golf clubs, bags & push carts through a grant from the PGA Hope Foundation. The presentation happened here at Jackrabbit Run.

Course and Grounds:

-  We have begun putting the new Tee Consoles in which include new trash cans/ball washers & hole signs. All the new flags & flag sticks are out on the course.
-  We have begun work on bunker renovations
-  Tilapia fish have been added to both ponds to control moss, duck weed & algae growth
-  New exterior doors have been installed on the outdoor restroom as well as the maintenance building.
-  We have lost several limbs from trees with all the wind storms that we have had in May. We also lost a large tree behind the #17 green.
-  The installation of the concrete pad in front of the maintenance building and the sand bunker in the parking lot have been completed.
-  The shop-lift installation in the maintenance building is complete.
-  We installed a new window perf on the clubhouse window which helps with glare on the computers as well as shows all our patrons how proud we are to be the home of the Northwest Golf Teams.

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WATCH: The Northwest girls golf team was awarded new golf clubs, push carts and received PGA instruction today at Jackrabbit Run in Grand Island.



ksnlocal4.com
PGA Reach Nebraska awards new gear to Northwest girls program

Northwest Kids Golf Camp & Club Presentation



Proud to be the home of Northwest Viking Golf



Bunker work begins!!!



New Shop Lift Installed



New concrete sand bunker



New concrete pad in front of the maintenance building



The Storms...Mother Nature knows no moderation this year!!!



The calm after the storms.....sunrises at Jackrabbit are the best!!!

