

# 2023 Golf Season Wrap-up



**The following slides are presented only as an overview for the 2023 golf season. There are no financials available at this time and these are only revenue numbers that come from the POS system and have not been fully vetted yet. Golf Operations usually compiles the end-of-season golf report about a month after the season has been ended and all financial are in, this report was done in a day and a half to meet the deadline for this meeting and numbers have not been fully vetted. I would caution that this meeting is a extremely pre-mature to make any decisions concerning golf operations for next year, and this report is ONLY for an overview of the season and thus should not be used for anything else.**

**Darren Howard  
Director of Golf and Community Services**

## **-Summary-**

- **Green Fee revenues were up 19% over the 2022 Golf Season.**
  - **Contributing factors for increase in revenue:**
    - **More rounds during the peak times and moving peak times back to 2pm.**
    - **Increase in all Green Fee pricing across all play types, under direction from the Board of Trustees.**
- **Daily Green Fee Play mix is starting to move higher than historical averages and Play Pass rounds are decreasing resulting in a higher dollar per round average. (see slide #10)**
- **Average dollar per round is higher for Play Passes due to: 1) Play Pass structure change and 2) golfers did not use all their allotted play pass rounds that they paid for.**
- **New pricing structure over the last 4 years is positively effecting revenue. Average dollar per round is up at both courses as well as overall revenue.**
  - **1800-2000 rounds were lost at the Championship course for the season due to some type of rain (25 days), which resulted in a potential loss of \$187,000 to \$ 208,000 in revenue. (using \$104 average dollar per round figure for the season).**
  - **1800 to 2000 rounds were lost at the Mountain course in May and June due to opening later than usual, which resulted in a potential loss of \$86,112 to \$95,680. (using \$47.84 average dollar per round figure for the season)**
    - **Another 1200-1400 rounds were lost at the Mountain course due to rain as mentioned above for the Mountain course, which resulted in a potential loss of \$57,408 to \$66,976. (using \$47.84 average dollar per round figure for the season)**
- **The Merchandise Department has continued to improve season to season.**
  - **Total Merchandise margins for both golf courses combined remain high, 38% profit.**
  - **Mountain course has become our discount outlet, but margins still remain above average.**
- **Golf Course Superintendent Jeff Clouthier and his staff continue to provide a high quality product that Residents and Guests continue to rave about. Congratulations are in order for the Championship course being rated #17 Overall, #3 for course layout and #2 for course condition in the United States by “Golfers Choice” .**
- **Tee time intervals returned to 10 minutes at the Championship course and 12 minutes at the Mountain course, therefore helping increase average dollar per round.**

## Play Pass Breakdown by type:

### Championship Course Play Pass Revenue

	Rounds	Revenue	\$\$/Round
CH&MT-AYCP-COLLEGE	83	\$ 2,495.00	\$ 30.06
CH&MT-AYCP-JR	76	\$ 1,890.00	\$ 24.87
CH-10 Play	1734	\$ 170,880.00	\$ 98.55
CH-20 Play	1117	\$ 104,160.00	\$ 93.25
CH-30 Play	696	\$ 61,620.00	\$ 88.53
CH-40 Play	808	\$ 62,160.00	\$ 76.93
CH-LIMITED-AYCP	925	\$ 49,728.00	\$ 53.76
CH-PM-10 Play	304	\$ 19,110.00	\$ 62.86
CH-PM-20 Play	273	\$ 15,420.00	\$ 56.48
CH-PM-30 Play	52	\$ 2,892.00	\$ 55.62
CH-PM-40 Play	69	\$ 5,394.00	\$ 78.17
CH-PM-AYCP	311	\$ 17,264.00	\$ 55.51
<b>Total</b>	<b>6448</b>	<b>\$ 513,013.00</b>	<b>\$ 79.56</b>

### Mountain Course Play Pass Revenue

	Rounds	Revenue	\$\$/Round
MT-10 Play	292	\$ 14,076.00	\$ 48.21
MT-10 Play (9 Hole)	765	\$ 25,470.00	\$ 33.29
MT-20 Play	153	\$ 6,240.00	\$ 40.78
MT-20 Play (9 Hole)	356	\$ 11,172.00	\$ 31.38
MT-30 Play	15	\$ 1,096.00	\$ 73.07
MT-30 Play (9 Hole)	29	\$ 749.00	\$ 25.83
MT-40 Play	215	\$ 8,184.00	\$ 38.07
MT-40 Play (9 Hole)	106	\$ 2,796.00	\$ 26.38
MT-AYCP-JR	18	\$ 1,140.00	\$ 63.33
MT-LIMITED-AYCP	124	\$ 4,911.00	\$ 39.60
<b>Totals</b>	<b>2073</b>	<b>\$ 75,834.00</b>	<b>\$ 36.58</b>

### Championship Course Play Totals

	May	June	July	August	September	October	Totals
Picture Pass Holder	463	1,663	2,111	1,850	1,252	759	<b>8,098</b>
Pass Play	195	1,418	1,673	1,758	988	416	<b>6,448</b>
Guest of Picture Pass Holder	75	331	698	711	439	143	<b>2,397</b>
Non-Picture Pass	95	978	1,155	1,095	1,162	416	<b>4,901</b>
Other	17	321	191	198	257	86	<b>1,070</b>
<b>Total</b>	<b>845</b>	<b>4,711</b>	<b>5,828</b>	<b>5,612</b>	<b>4,098</b>	<b>1,820</b>	<b>22,914</b>

Total Rounds	Picture Pass Holder	Pass Play	Guest of Picture Pass Holder	Non-Picture Pass	Other
<b>2020 (23,053)</b>	<b>8,313</b>	<b>8,870</b>	<b>2,397</b>	<b>2,750</b>	<b>723</b>
<b>2021 (21,842)</b>	<b>7,047</b>	<b>8,056</b>	<b>2,208</b>	<b>4,063</b>	<b>468</b>
<b>2022 (22,994)</b>	<b>6,752</b>	<b>8,253</b>	<b>2,149</b>	<b>5,293</b>	<b>547</b>
<b>2023 (22,914)</b>	<b>8,098</b>	<b>6,448</b>	<b>2,397</b>	<b>4,901</b>	<b>1,070</b>
<b>Percentage of play</b>					
<b>2020</b>	<b>36%</b>	<b>38.5%</b>	<b>10.5%</b>	<b>12%</b>	<b>3%</b>
<b>2021</b>	<b>32%</b>	<b>37%</b>	<b>10%</b>	<b>19%</b>	<b>2%</b>
<b>2022</b>	<b>29.5%</b>	<b>36%</b>	<b>9.5%</b>	<b>23%</b>	<b>2%</b>
<b>2023</b>	<b>35%</b>	<b>28%</b>	<b>10%</b>	<b>21%</b>	<b>5%</b>

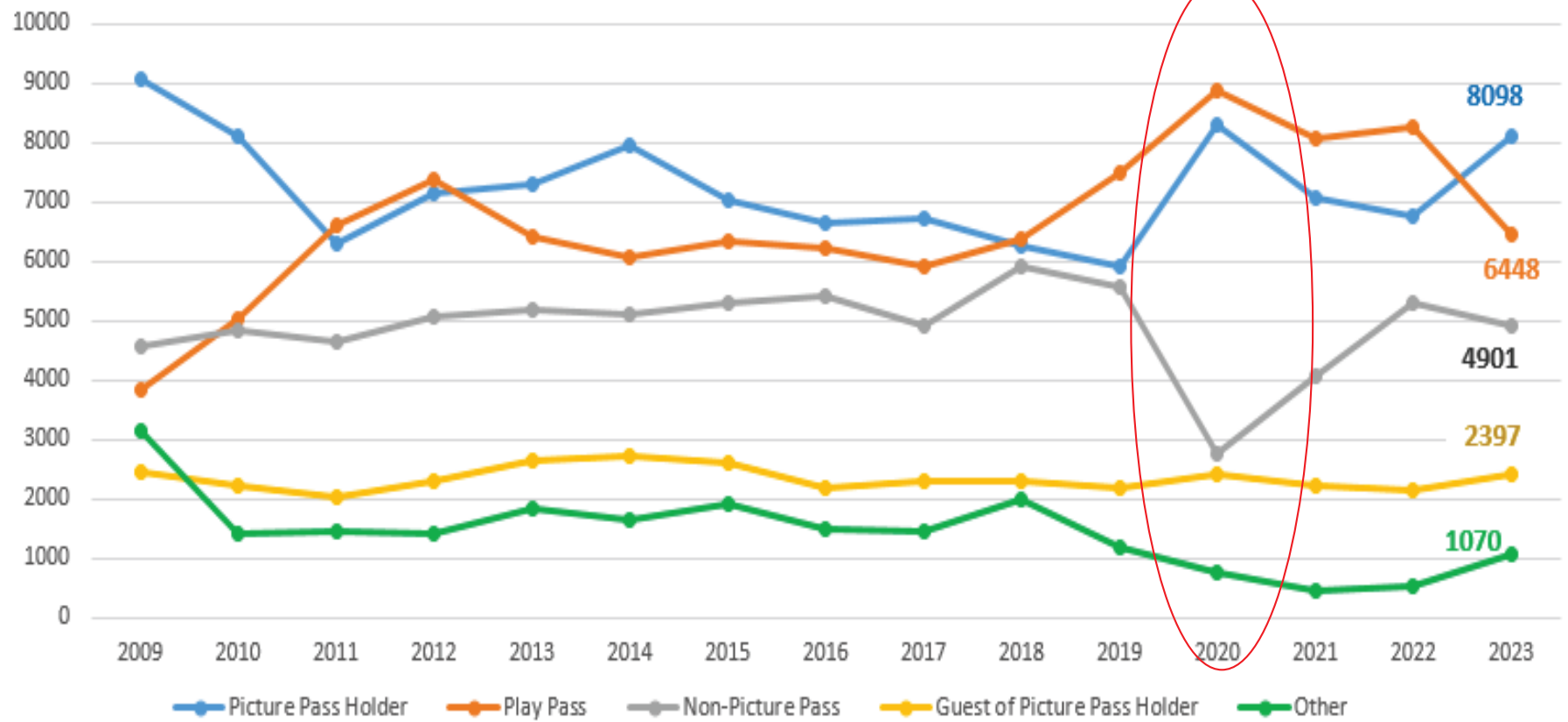
## Championship Course Monthly Average Rounds Per Day

	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
• <b>May</b>	<b>52</b>	<b>116</b>	<b>120</b>	<b>135</b>	<b>141</b>
• <b>June</b>	<b>137</b>	<b>136</b>	<b>175</b>	<b>154</b>	<b>157</b>
• <b>July</b>	<b>198</b>	<b>176</b>	<b>179</b>	<b>175</b>	<b>188</b>
• <b>August</b>	<b>189</b>	<b>170</b>	<b>128</b>	<b>155</b>	<b>181</b>
• <b>September</b>	<b>139</b>	<b>143</b>	<b>121</b>	<b>129</b>	<b>137</b>
• <b>October</b>	<b>92</b>	<b>129</b>	<b>96</b>	<b>123</b>	<b>107</b>

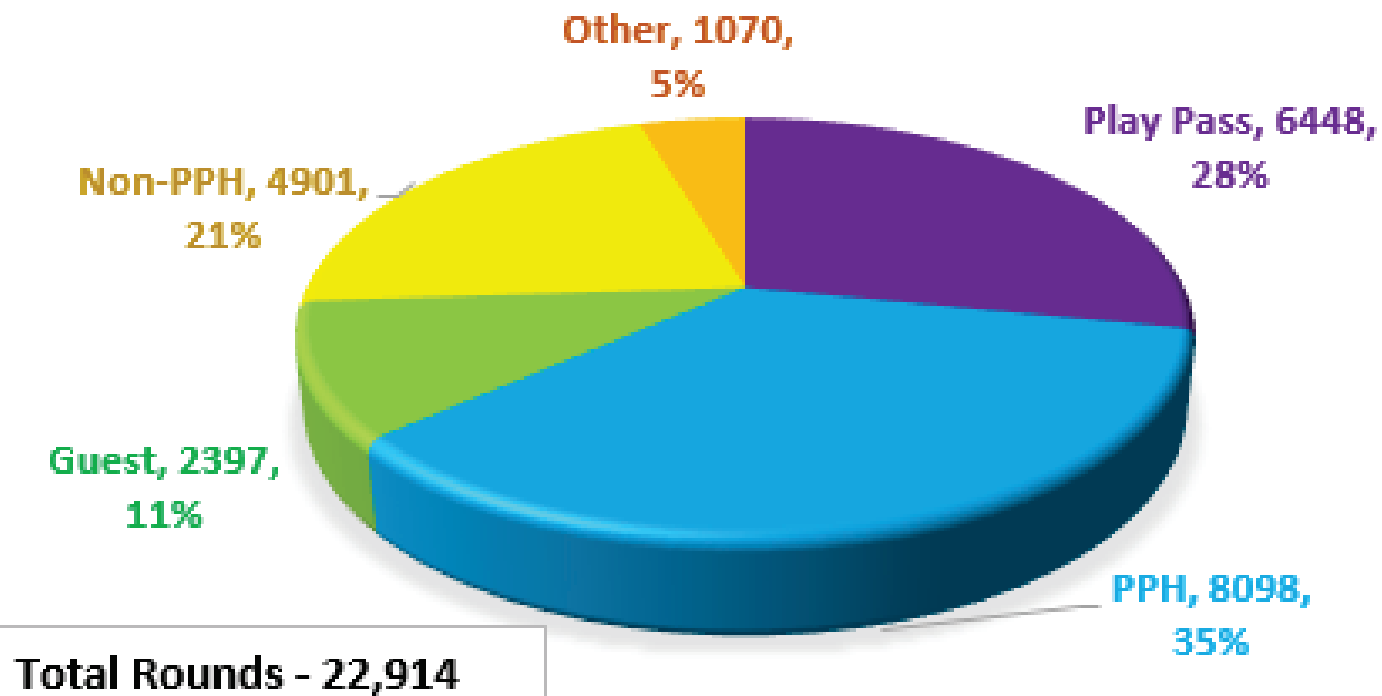
Opening day in 2019 was May 17  
 Opening day in 2020 was May 18  
 Opening day in 2021 was May 17  
 Opening day in 2022 was May 16  
 Opening day in 2023 was May 26

Closing day in 2019 was October 20  
 Closing day in 2020 was October 18  
 Closing day in 2021 was October 17  
 Closing day in 2022 was October 16  
 Closing day in 2023 was October 17

### Championship Course Total Rounds by Play Type

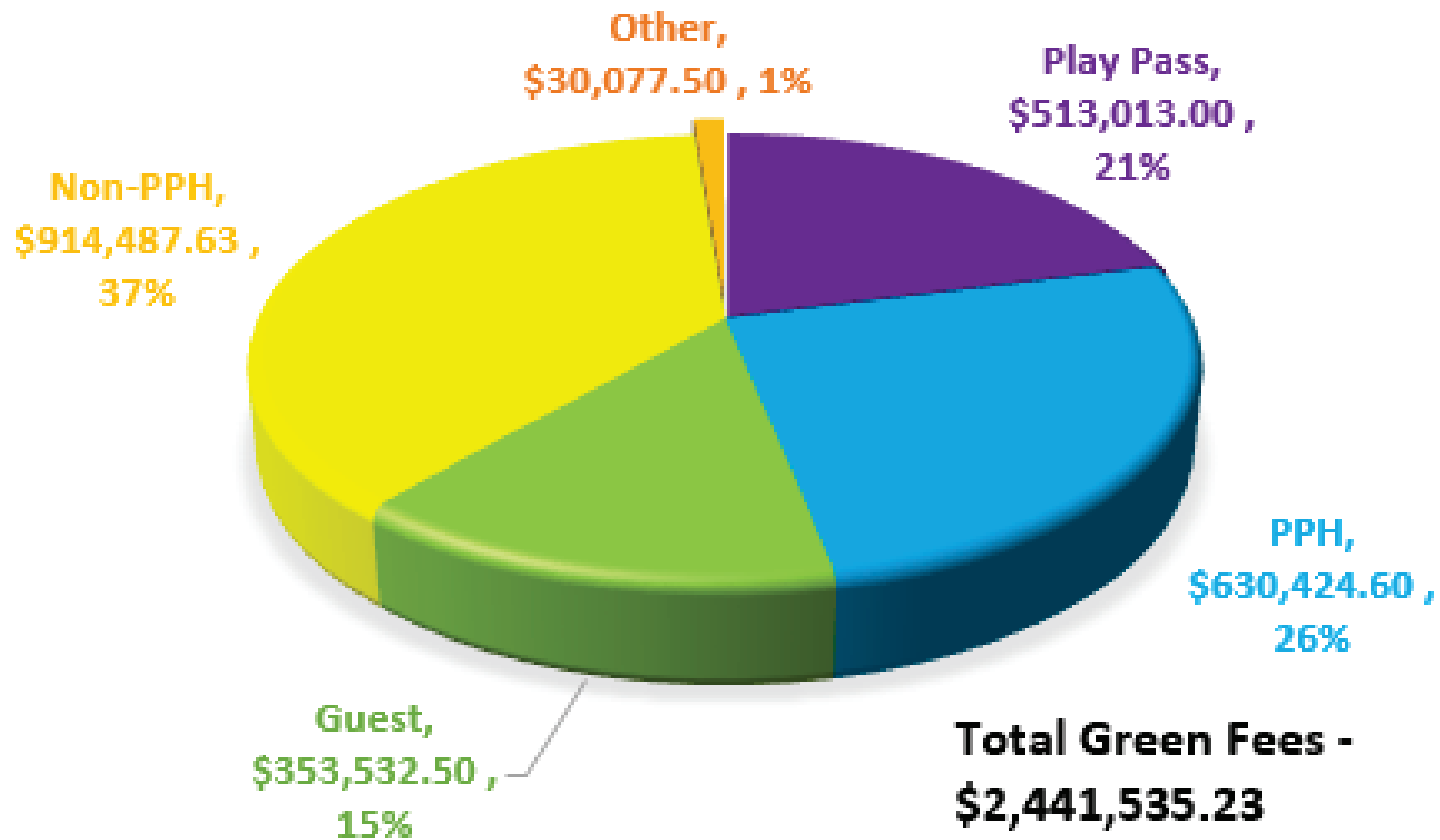


## CHAMPIONSHIP COURSE ROUND % BY PLAY TYPE





## CHAMPIONSHIP COURSE % OF REVENUE BY PLAY TYPE



## Total Average Dollar Per Round

	2019	2020	2021	2022	2023
Picture Pass Holder	\$60.38	\$64.89	\$64.22	\$70.89	\$77.85
Play Pass	\$53.40	\$49.92	\$62.19	\$66.57	\$79.56
Guest of Picture Pass Holder	\$93.26	\$98.86	\$118.19	\$127.28	\$147.49
Non-Picture Pass	\$117.01	\$141.05	\$148.18	\$152.69	\$186.59
Other	\$2.49	\$3.42	\$19.16	\$28.76	\$25.09

## All Play Combined

2019	2020	2021	2022	2023
\$70.54	\$69.82	\$83.45	\$90.63	\$106.52

## Championship Revenue Financial Comparison (Net)

Revenues	2019	2020	2021	2022	2023	2023 Budget
Golf Fees	\$1,705,463	\$1,622,659	\$1,875,596	\$2,083,934	\$2,481,242 <small>Includes pre-book fees</small>	\$2,540,873
Range Fees	\$128,196	\$178,898	\$160,243	\$166,538	\$148,074	\$170,750
Rental Fees	\$52,881	\$9,135	\$45,037	\$50,017	\$43,634	\$59,805
Lessons	\$38,579	\$52,273	\$50,985	\$ 44,146	\$63,404	\$78,100
Totals	\$1,925,119	\$1,862,965	\$2,131,861	\$2,344,635	\$2,736,354	\$2,849,528
Average Total Per Round	\$86.27 <small>22,316</small>	\$80.81 <small>23,037</small>	\$97.60 <small>21,842</small>	\$101.97 <small>22,994</small>	\$119.42 <small>22,914</small>	

# Mountain Course Play Totals

	May	June	July	August	September	October	Totals
Picture Pass Holder	0	1,233	2,158	1,902	971	428	6,692
Pass Play	0	297	645	652	324	155	2,073
Guest of Picture Pass Holder	0	261	611	533	215	56	1,676
Non-Picture Pass	0	742	1,369	1,216	615	200	4,142
Other	0	97	115	118	146	32	508
<b>Total</b>	<b>0</b>	<b>2,630</b>	<b>4,898</b>	<b>4,421</b>	<b>2,271</b>	<b>871</b>	<b>15,091</b>
Total Rounds	Picture Pass Holder	Pass Play	Picture Pass Guest	Non-Picture Pass	Other		
2020 <b>(18,322)</b>	9,212	2,957	1,962	3,624	567		
2021 <b>(16,511)</b>	6,886	3,708	1,464	3,956	497		
2022 <b>(16,832)</b>	6,794	3,573	2,012	4,128	325		
2023 <b>(15,091)</b>	6,692	2,073	1,676	4,142	508		
Percentage of play							
2020	50%	16%	11%	20%	3%		
2021	42%	22%	9%	24%	3%		
2022	40%	21%	12%	25%	2%		
2023	44%	14%	11%	28%	3%		

## Mountain Course Monthly Average Rounds Per Day

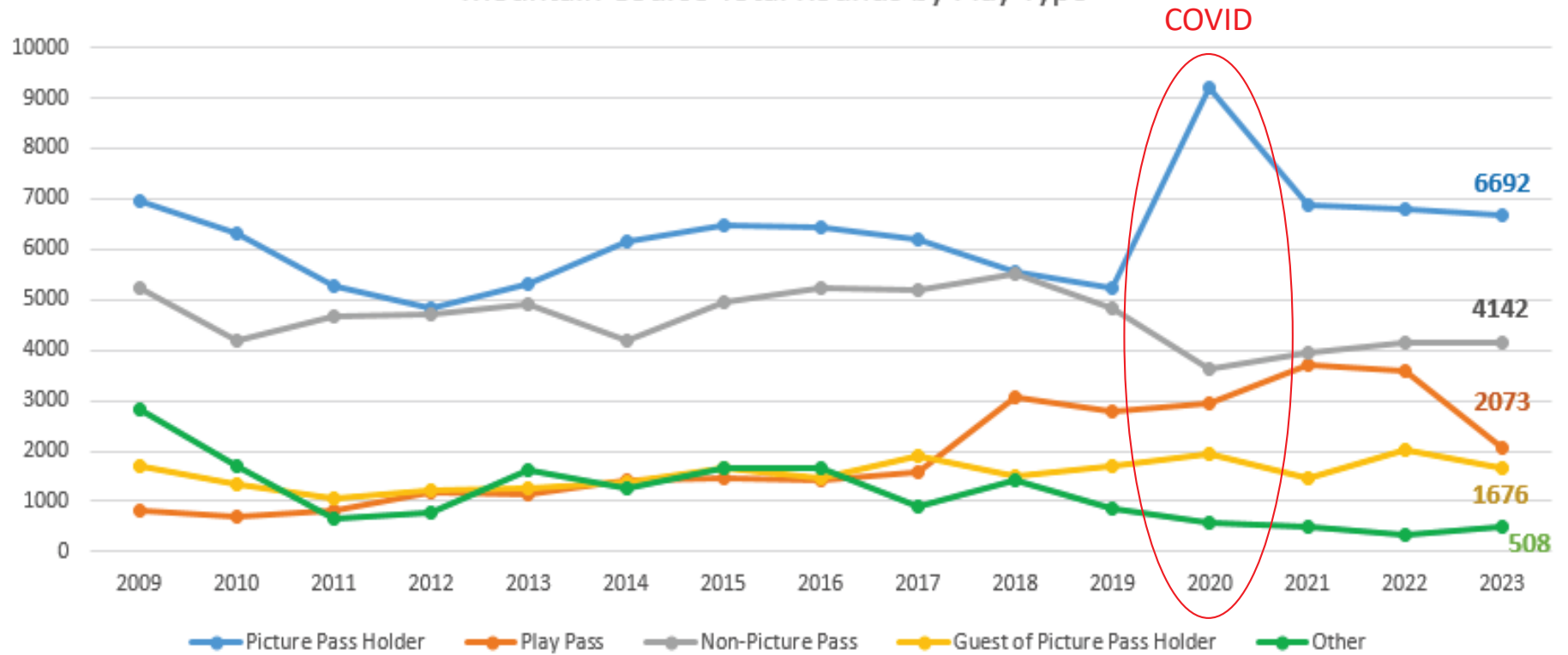
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
• May	52	100	108	107	0
• June	108	113	145	115	88
• July	157	148	156	141	158
• August	155	136	105	138	143
• September	158	143	** 86	101	76
• October	*0	120	45	83	58

Opening day in 2019 was May 28  
 Opening day in 2020 was May 25  
 Opening day in 2021 was May 24  
 Opening day in 2022 was May 23  
 Opening day in 2023 was June 9

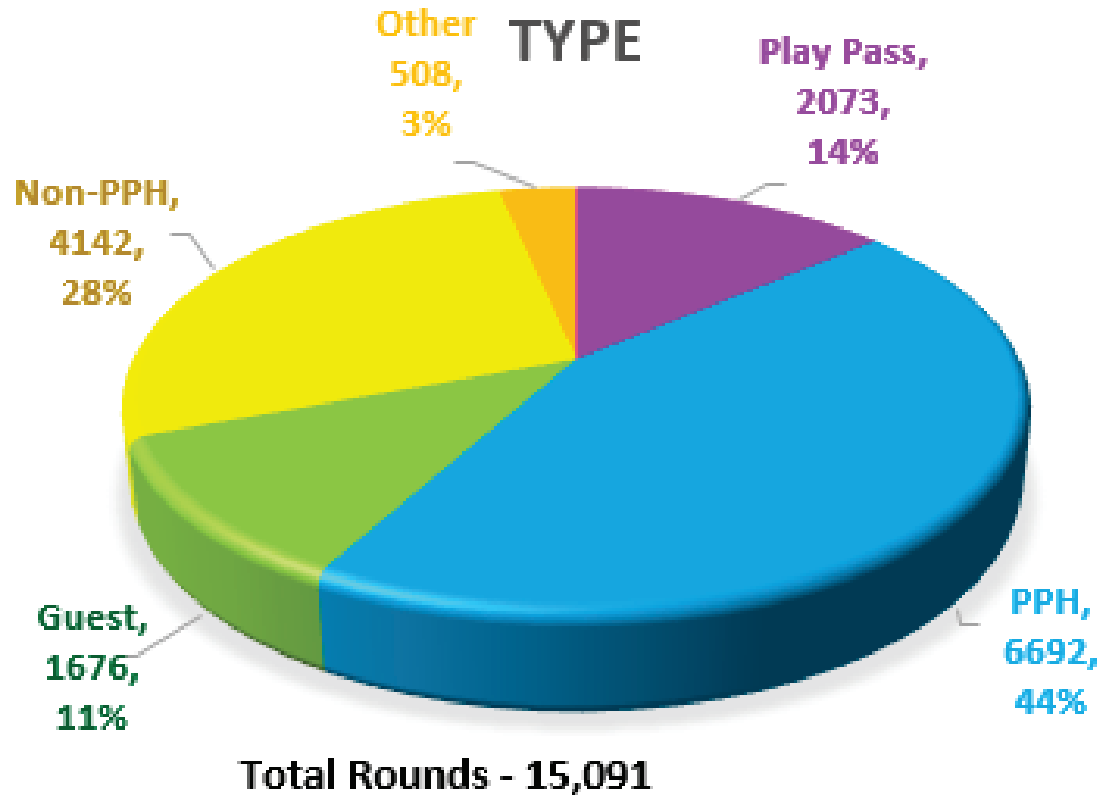
\*Closing day in 2019 was September 15  
 Closing day in 2020 was October 11  
 \*\*Closing day in 2021 was October 14  
 Closing day in 2022 was October 9  
 Closing day in 2023 was October 15

*\*(9 holes only available after September 15)*

### Mountain Course Total Rounds by Play Type

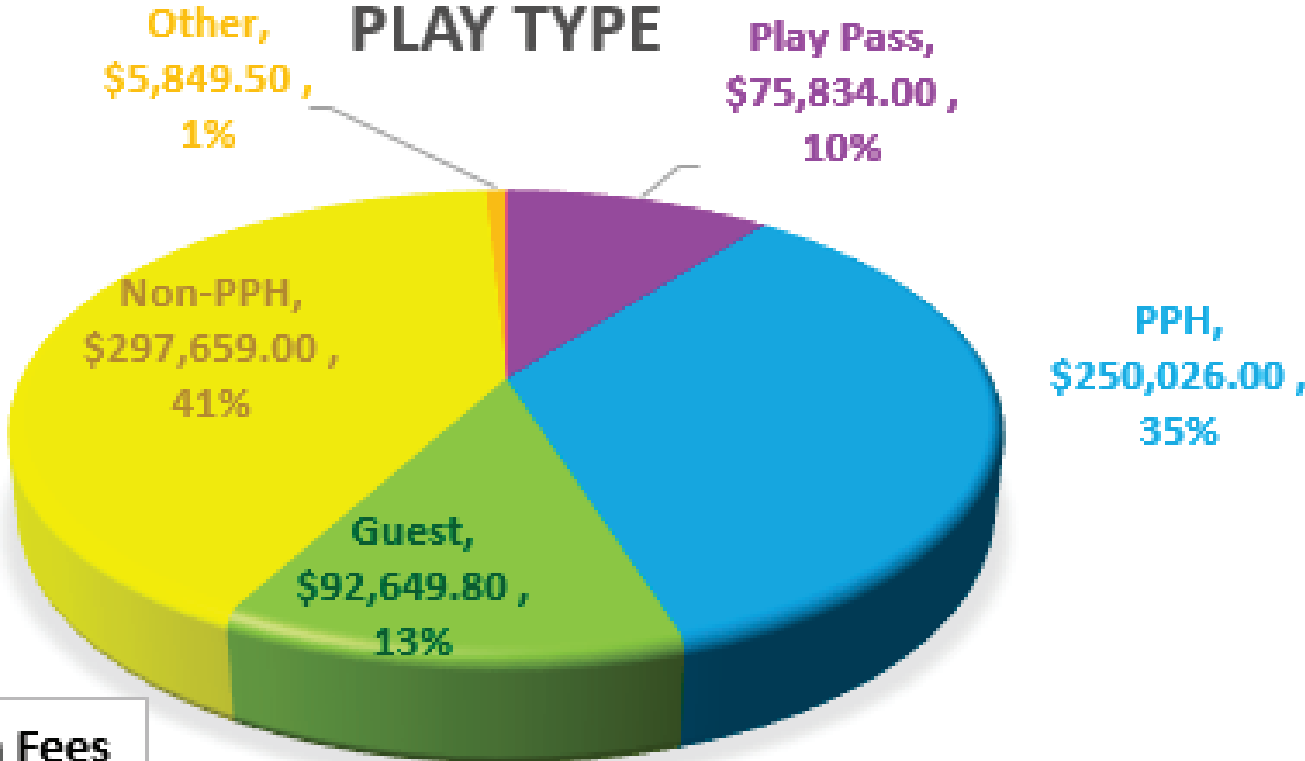


## MOUNTAIN COURSE ROUND % BY PLAY



# MOUNTAIN COURSE % OF REVENUE BY

## PLAY TYPE



**Total Green Fees  
\$722,018.30**



## Total Average Dollar Per Round

	2019	2020	2021	2022	2023
Picture Pass Holder	\$32.32	\$30.23	\$29.80	\$34.13	\$37.36
Play Pass	\$36.21	\$17.83	\$19.27	\$25.18	\$36.58
Guest of Picture Pass Holder	\$41.83	\$39.79	\$47.07	\$52.06	\$55.28
Non-Picture Pass	\$53.39	\$50.65	\$54.43	\$62.91	\$71.86
Other	\$2.06	\$1.29	\$.63	\$.36	\$11.51

## All Play Combined

2019	2020	2021	2022	2023
\$39.11	\$32.40	\$33.99	\$40.77	\$47.84

## Mountain Course Revenue Financial Comparison (Net)

Revenues	2019	2020	2021	2022	2023	2023 Budget
Golf Fees	\$472,977	\$621,827	\$574,896	\$686,165	\$730,558 <small>Includes pre-book fees</small>	\$781,870
Club Rentals	\$26,700	\$335	\$24,412	\$31,240	\$32,220	\$36,850
Totals	\$499,677	\$622,162	\$599,308	\$717,409	\$762,778	\$818,720
Average Total Per Round Rounds	\$32.35 15,446	\$33.96 18,322	\$36.34 16,491	\$42.62 16,832	\$50.55 15,091	

# Total Play Breakdown by Play Type

## Championship Course

Play Type	Rounds	% of Play	14 Year Average Rounds	14 Year Average % of Play –
Picture Pass Holder	8,098	35%	7,178	32%
Play Pass	6,448	28%	6,627	29%
Guest of Picture Pass Holder	2,397	11%	2,331	10%
Non-Picture Pass	4,901	21%	4,897	22%
Other	1,070	5%	1,519	7%
<b>Total</b>	<b>22,914</b>		<b>22,552</b>	

## Mountain Course

Play Type	Rounds	% of Play	14 Year Average Rounds	14 Year Average % of Play
Picture Pass Holder	6,692	44%	6,260	40%
Play Pass	2,073	14%	1,902	12%
Guest of Picture Pass Holder	1,676	11%	1,547	10%
Non-Picture Pass	4,142	28%	4,663	30%
Other	508	3%	1,195	8%
<b>Total</b>	<b>15,091</b>		<b>15,567</b>	