



November 15th, 2013

Regina Espinosa
 County of Yolo
 Woodland, CA 95695

Dear Regina,

The following is the financial summary and key highlights for the month of October 2013 at Wild Wings Golf Club:

October 2013	Actual	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$37,675	\$41,253	\$3,578	\$177,164	\$185,155	\$7,991
F&B COGS	\$4,777	\$4,233	\$544	\$21,289	\$17,675	\$3,614
Merch. COGS	\$792	\$690	\$102	\$4,590	\$3,574	\$1,016
Total Cost of Sales	\$5,569	\$4,923	\$646	\$25,879	\$21,249	\$4,630
Gross Margin	\$32,106	\$36,330	\$4,224	\$151,285	\$163,906	\$12,621
Payroll Expense	\$34,041	\$31,414	\$2,627	\$142,646	\$129,913	\$12,733
Other Expense	\$16,406	\$16,824	\$418	\$78,083	\$77,467	\$616
NOI	\$18,341	\$11,908	\$6,433	\$69,444	\$43,474	\$25,970
Other Expenses						
Management Fee	\$6,250	\$6,250	\$0	\$25,000	\$25,000	\$0
Interest Expense Debt	\$0	\$0	\$0	\$15,723	\$6,000	\$9,723
Interest Expense Leases	\$0	\$0	\$0	\$0	\$0	\$0
Transfers from County	\$4	\$0	\$4	\$240,647	\$0	\$240,647
Net Cash From Ops	\$24,595	\$18,158	\$6,437	\$130,480	\$74,474	\$204,954
Rounds	1,230	1,413	183	5,547	6,078	531
Average GF/CF	\$20	\$21	\$1	\$22	\$22	\$0

Overview:

Total revenues for Wild Wings were \$3,578 below plan and \$2,000 behind prior year. Year to date total revenues are \$8k below plan and \$3k ahead of prior year. Rounds of golf played for the month were 183 rounds below budget and even with prior year. Year to date rounds of golf are 531 rounds below plan and 200 rounds behind prior year. Payroll for the month was \$2.6k over budget and \$300 over prior year. Year to date Payroll is \$12.7k over budget and \$3k over prior year. Operating Expenses for the month were \$200 under budget and \$7K below prior year. Year to date Operating Expenses are \$600 over budget and \$1.2K over prior year. The NOI for the month was \$7.4K below budget and \$5K behind prior year. Year to date the NOI is \$25k behind budget and \$3K behind prior year.

The operational change in F&B of reducing service levels so that all F&B is served out of the golf shop with the exception of special events and select tournament groups was instituted, but with the combination of outside catering and several tournament groups wanting F&B service, F&B payroll still exceeded budget. We did however, exceed revenue expectations, even though we were closed and working our daily food service from the golf shop. Weather was once again very mild, with recorded temperatures between 41°F and 86°F. Recorded rounds totaled 1,230, of which 747 rounds were 18 hole rounds. Converting 18 hole rounds to 9 hole rounds resulted in a total of 1,977 rounds for the month. YTD converted rounds equal 8,662 rounds for the year.

Northwest Regional Office
 2054 Mandelay Place, San Jose, CA 95138
 (415)722-3580

Key Operational Highlights:**➤ Golf Course Maintenance**

- Reseeded and sanded all divots on the tees.
- Fertilized all tees and surrounds.
- Treated lake on Hole #6 to eliminate Duckweed.
- Sprayed Round-up along all fence lines.
- Sprayed all greens for removal of any remaining algae.
- Fertilized practice green and all surrounding areas.
- Spike practice green, and sanded it for algae prevention due to slow water infiltration after irrigation.
- Cut and removed large tree felled by heavy winds
- Spiked stress areas on greens on holes #1 and #4, backfilled holes with soil profile, sand and seed,

➤ Repairs:

- Repaired broken 2" line on hole #4 in the rough.
- Repaired broken 2" line behind the tee on hole #7.
- Replaced parking brake on Club Car hauler.
- Repaired hydraulic cylinder and hose on Ryan aerator
- Flushed radiator on Toro rough mower.

➤ Personnel

- No personnel changes were made in October.

➤ General

- Thursday Night Dinner has dropped off slightly and a shift appears to be moving to more attendance on Friday Night.
- F & B total revenue for the month was \$700 ahead of budget.
- Green fees and cart fees were \$3,600 short of budget.
- Payroll exceeded budget \$2,600.

➤ Key Performance Highlights

- Weather was moderate in October, with temperatures ranging from 41°F to a high of 86°F. There was no measurable rain during the month.
- There were four fraternal/social golf outings conducted in October, along with the Woodland City Championship. Two of those events included a food and beverage package. There were two social functions that included food and beverage and the Woodland High School Track and Field team hosted their league Cross Country Championship at Wild Wings.
- Converted rounds: 18 hole rounds converted to 9 hole rounds resulted in rounds total of 1,977 for October. YTD converted rounds total 8,662.



➤ **Key Actions to Drive Performance:**

- Continued with Weekday foursome specials in Consumer Guide, focusing on under-utilized tee times.
- October F&B numbers were lower than expected due to competition with Thursday Night Football.

➤ **Key property action steps by management to drive performance:**

- Running e-mail promotions to promote weekday tee times.
- Weekly Sales calls to groups for booking events.
- Use of online coupons on Wild Wings website for weekly specials.
- Increased promotion of additional night of dinner service.

➤ **KemperSports - National and Regional Support Activities**

- Monthly sales call was conducted along with Amy Spittle and Randy Thomas to review sales pace, revenue generating ideas and best practices.

➤ **Weather for the month:**

- The weather was average for this time of year, with temperatures ranging from 41°F to 86° F.
- There was no measurable rain during the month of October.

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
October. 2013	90	9.3	9.6	8.9	9.0	9.6	40
October. 2012	79.2	9.2	9.4	8.8	9.8	9.4	24

Please call me if you have any questions.

Sincerely,

Steve Argo
 Regional Operating Executive
 KemperSports
 Cc: Jim Stegall