



August 12, 2015

Regina Espinosa
 County of Yolo
 Woodland, CA 95695

Dear Regina,

The following is the financial summary and key highlights for the month of July 2015 at Wild Wings Golf Club:

July 2015	Actual	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$41,121	\$41,606	\$485	\$41,121	\$41,606	\$485
F&B COGS	\$2,203	\$2,598	\$395	\$2,203	\$2,598	\$395
Merch. COGS	\$199	\$1,412	\$1,213	\$199	\$1,412	\$1,213
Total Cost of Sales	\$2,402	\$4,010	\$1,608	\$2,402	\$4,010	\$1,608
Gross Margin	\$38,719	\$37,596	\$1,123	\$38,719	\$37,596	\$1,123
Payroll Expense	\$26,504	\$26,245	\$259	\$26,504	\$26,245	\$259
Other Expense	\$19,916	\$20,743	\$827	\$19,916	\$20,743	\$827
NOI	\$7,701	\$9,392	\$1,691	\$7,701	\$9,392	\$1,691
Other Expenses						
Management Fee	\$6,250	\$6,250	\$0	\$6,250	\$6,250	\$0
Interest Expense Debt	\$11,972	\$22,736	\$10,764	\$11,972	\$22,736	\$10,764
Interest Expense Leases	\$0	\$0	\$0	\$0	\$0	\$0
Transfers from County	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash From Ops	\$25,923	\$38,378	\$12,455	\$25,923	\$38,378	\$12,455
Rounds	2,044	1,835	209	2,044	1,835	209
Average GF/CF	\$15	\$17	\$2	\$15	\$17	\$2

Overview:

July 2015 revenues were \$485 below budget, and \$1,216 ahead of prior year. Rounds of golf were 209 rounds above projections and 677 rounds above the prior year. Green fee/cart revenue for the month was \$204 short of budget. Discounted green fees continue to increase total rounds, but due to the lower average rate total green fee revenue fell just short of budget. Extreme heat during the month also pushed a lot of rounds into the later afternoon twilight times resulting in further discounted rounds. The EBITDA for the month was \$1,692 ahead of budget and \$7,415 ahead of the prior year. Payroll for the month was \$259 over budget and \$1,442 better than prior year. Operating Expenses were \$827 under budget and \$1,721 better than prior year. The closure of the F&B operation resulted in a revenue shortfall of \$827 to the budget, but \$159 was saved in F&B wages, and \$395 was saved in F&B COGS.

- Converted Rounds:** 1,103 of the 2044 rounds recorded for July were 18 hole rounds. Converting those rounds to 9 hole rounds resulted in a total of 3,146 rounds for July. Total converted rounds for the fiscal year to date are 3,146 rounds.

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Key Operational Highlights:**➤ Course & Grounds: The following tasks were completed during the month of July**

- Reseeded and sanded divots on tees.
- Replaced broken irrigation sprinklers in Native areas on hole #6.
- Cut and removed large brush blocking view from residents homes on hole #4.
- Cut and removed dead tree from native area on hole #6.
- Sharpened/ground greens mower reels and replaced bed knives.
- Sharpened blades on rough mower cutting decks.
- Welded tube on to back of sand trap machine to hold shovel.
- Replaced bearings in rollers on fairway mower.
- Weed eaten tree wells around all trees on course.
- Edged and cleaned out bunker on hole #9.
- Cleaned out and unplugged cart path drain next to tee on hole #3

➤ Personnel

- No changes were made in personnel during the month of July.

➤ General

- Payroll was \$259 over projections due mainly to some overtime in golf course maintenance..
- Operating Expenses were \$827 under budget.
- Food & Beverage missed revenue budget by \$627 due to closure of The Nest restaurant. However, we saved \$159 in F&B payroll and other expenses, as well as \$395 in F&B COGS. Food & Beverage COGS were at budget. We continue to offer Food & Beverage service from the Golf Shop, serving hot dogs, snacks and drinks. The Nest Restaurant continues to be utilized for tournament banquets and other catered events.
- There was one outside SIR's tournaments booked in the month of July, and one Men's Club event. The Nest was rented for a bridal shower which resulted in \$300 in additional revenue.
- Merchandise COGS were low due to lack of purchases in July.

Key Actions to Drive Performance:

- Continued with Weekday specials in Consumer Guide focusing on under-utilized tee times, and weekend coupon specials.
- Maintained reduced green fees across the board to generate increase in play, which seems to be working (note total rounds up significantly).



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
- Continue to work on booking banquet and parties for the Nest.

KemperSports - National and Regional Support Activities

- Monthly sales call was conducted along with Steve Argo, Ross Liggett and Randy Thomas to review sales pace, revenue generating ideas and best practices.
- New Social Media emphasis through Instagram, Twitter and Facebook are showing results along with our reduced rates helping to increase rounds and exposure to new golfers.
- Utilizing Best Practices and KemperSports “Center of Excellence” library for additional ideas on promoting play and increasing revenues.

Weather for the month:

- Weather was hot and dry throughout the month, with no rain. Temperatures ranged from low of 54° to a high of 104°. There were 19 days over 90°F, 12 of those days over 95°F and 6 of the days over 100°F.

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
July 2015	87.5	9.2	9.5	8.8	6.2	9.4	80
July 2014	95.5	9.5	9.8	9.1	8.5	9.7	44

Please call me if you have any questions.

Sincerely,

Steve Argo
Regional Vice President of Operations
KemperSports
Cc: Jim Stegall