



July 15th, 2015

Regina Espinosa
 County of Yolo
 Woodland, CA 95695

Dear Regina,

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

June 2015	Actual	Budget	Variance	YTD	Budget	Variance
Total Revenue	\$37,443	\$51,823	\$14,380	\$382,905	\$479,773	\$96,868
F&B COGS	\$1,400	\$4,754	\$3,354	\$20,258	\$44,170	\$23,912
Merch. COGS	\$2,535	\$1,891	\$644	\$19,118	\$14,037	\$5,081
Total Cost of Sales	\$3,935	\$6,645	\$2,710	\$39,376	\$58,207	\$18,831
Gross Margin	\$33,508	\$45,178	\$11,670	\$343,529	\$421,566	\$78,037
Payroll Expense	\$27,112	\$31,320	\$4,208	\$310,560	\$376,501	\$65,941
Other Expense	\$20,166	\$17,334	\$2,832	\$179,569	\$206,502	\$26,933
NOI	\$13,770	\$3,476	\$10,294	\$146,600	\$161,437	\$14,837
Other Expenses						
Management Fee	\$6,250	\$6,250	\$0	\$75,000	\$75,000	\$0
Interest Expense Debt	\$0	\$0	\$0	\$22,736	\$16,000	\$6,736
Interest Expense Leases	\$0	\$0	\$0	\$0	\$0	\$0
Transfers from County	\$0	\$0	\$0	\$391,501	\$0	\$391,501
Net Cash From Ops	\$20,020	\$9,726	\$10,294	\$147,165	\$252,437	\$399,602
Rounds	1,755	1,606	149	18,587	16,681	1,906
Average GF/CF	\$17	\$22	\$5	\$16	\$20	\$4

Overview:

June 2015 revenues were \$14,380 below budget, and \$4,624 behind prior year. Rounds of golf were 149 rounds above projections and 415 rounds above the prior year. Green fee/cart revenue for the month was \$5,655 short of budget. Discounted green fees helped increase rounds, but not enough to offset reduced revenue due to discounts. Extreme heat during the month pushed a lot of rounds into the later afternoon twilight rates, which resulted in more discounted rounds. NOI was behind budget projections for the month by \$10,296 but \$4,951 ahead of the prior year. Payroll came in under budget by \$4,208 and Operating Expenses were \$2,832 over budget. The operating expenses were over budget as a result of a payment of \$5,650, for replacement of an HVAC unit in the restaurant. Closure of the F&B operation resulted in a revenue shortfall of \$7,073 to the budget, but \$5,401 was saved in F&B wages, and \$3,354 was saved in F&B COGS. All being taken into account, the reduction of green fees, the increase in rounds and the closure of the Nest Restaurant, resulted in successfully meeting budget for fiscal 2014-15.



- **Converted Rounds:** 1,084 of the 1,755 rounds recorded for June were 18 hole rounds. Converting those rounds to 9 hole rounds resulted in a total of 2,839 rounds for June. Total converted rounds for the fiscal year were 30,688 rounds.

Key Operational Highlights:

Course & Grounds: The following tasks were completed during the month of June

- Reseeded and sanded divots on tees.
- Sprayed putting greens for caterpillars.
- Fertilized putting greens.
- Repaired 6" mainline pipe break hole #1.
- Repaired 2" pipe break hole #8.
- Replaced solenoid plungers on fairway sprinklers #6 green, #1 green.
- Replaced gaskets leaky sprinklers hole #4.
- Replaced broken hydraulic hose on 3500d rough mower.
- Removed worn seals and rebuild hydraulic lift cylinder on 3500d rough mower.
- Removed blown 2004 engine in sand pro and install new engine.
- Sharpened blades on 3500d rough mower.
- Rewired fuel pump and installed in line fuel filter on 4500d fairway mower.
- Fixed leaky valve in rough on hole #9.

Personnel

- Coy Kaake was added to the staff as cart attendant and golf shop staffer

General

- Payroll was \$4,208 under projections due mainly to the closure of the F&B operation.
- Operating Expenses were \$2,832 over budget, due to replacement of the HVAC unit in the Nest Restaurant.
- Food & Beverage missed revenue budget by \$7,073 due to closure of The Nest restaurant. However, we saved \$5,401 in F&B payroll and other expenses, as well as \$3,354 in F&B COGS. Food & Beverage COGS were lower than normal due to a correction made in wine inventory. 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 were two outside tournaments booked in the month of June, and one Men's Club event. The Nest was rented for a graduation party which resulted in \$600 in additional revenue.
- Merchandise COGS were high due to adjustment made for items received late in May that were attributed to June accounting.



Key Actions to Drive Performance:

- Continued with Weekday foursome 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 56° to a high of 106°. There were 19 days over 90°F, 12 of those days over 95°F and 6 of the days over 102°F.

Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
June 2015	92.1	9.4	9.7	8.9	8.1	9.6	76
June 2014	92.7	9.4	9.6	9.0	9.2	9.6	41

Please call me if you have any questions.

Sincerely,

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