

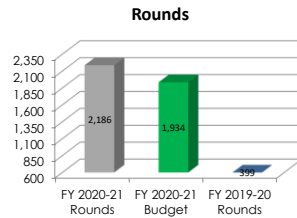
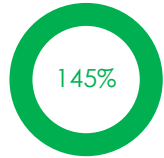


# Sales & Marketing Snapshot

APRIL

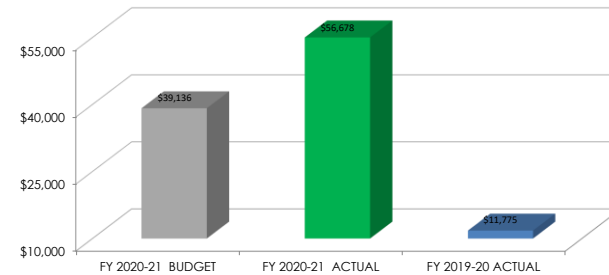
REPORT DATE: 5/13/21

## Percentage of Budget



## Monthly Summary Totals

**MONTHLY BUDGET**  
 \$39,136  
**ACTUAL MONTHLY REVENUE**  
 \$56,678  
**VARIANCE TO BUDGET**  
 \$17,542  
**PY MONTHLY REVENUE**  
 \$11,775



## APRIL

### FY 2020-21 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$34,117
Merchandise	\$2,410
Food & Beverage	\$2,495
Other	\$114

### FY 2020-21 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$48,966
Merchandise	\$3,994
Food & Beverage	\$3,700
Other	\$18

### FY 2019-20 Monthly Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$10,567
Merchandise	\$522
Food & Beverage	\$686
Other	\$0

	FY 2020-21 Rounds	FY 2020-21 Budget	FY 2019-20 Rounds
<b>Rounds</b>	2,186	1,934	399
<b>ADR</b>	\$22.40	\$17.64	\$26.48

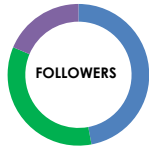
## APRIL ACTION ITEMS / STRATEGIES / COMMENTS

- \* Community event of the month: Weeklong Par 3 Contest for Masters Week 4/5-4/11. Winner of a Mizuno wedge: Pedro Garcia.
- \* Resident Twilight Scramble event originally scheduled for April 14th was moved to May 5th to allow for more promotion.
- \* Wild Wings Golf Club event: Individual Stroke Play from the white tees on 4/11 (24 players)
- \* Continue to schedule and promote food trucks on a monthly basis
- \* Food trucks for Woodland Wild Wings Dinners To Go in April:
  - 4/1: Bubble Cone, Nor Cal Kitchen and Smokin' Ewe BBQ
  - 4/8: Drewski's Hot Rod Kitch, Gyro Stop and I SCREAM Yogurt
  - 4/15: I SCREAM Yogurt, India Jones and Squeeze Burger Truck
  - 4/22: Ahuevo Foods, Bad Mobile and The Lumpia Truck
  - 4/29: Bubble Cone, Nor Cal Kitchen & Rudy's on the Roll
- \* All new signage ordered from Prestwick - entrance, restroom and directional signs (delivery date TBD)
- \* Began training on Lightspeed eCom for setting up online punch cards and gift cards



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## DIGITAL MARKETING SUMMARY



Facebook  
Instagram  
Twitter  
Nextdoor

### TOTAL FOLLOWERS

1,641

### # OF POSTS

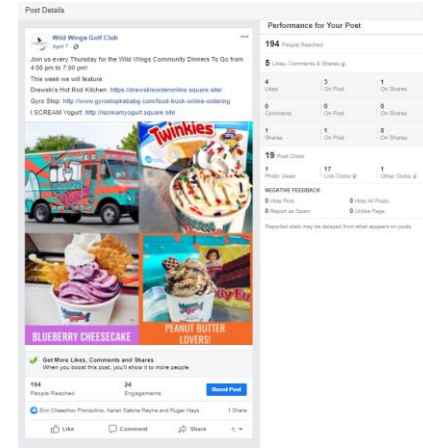
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### # OF ENGAGEMENTS

106

## DIGITAL MARKETING NOTES:

- \* Social media posts focused on Masters Week Par 3 Challenge, food trucks and Resident Twilight Scramble on Cinco de Mayo
- \* Emails sent focused on Twilight League and Wild Wings Golf Club events
- \* YELP rating increased to 4.0. Positive review in April shared below.
- \* Top performing post on Facebook pasted below:



SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	772	22	47%	3	49
Instagram	563	28	34%	3	55
Twitter	306	4	19%	1	2
Nextdoor	N/A	N/A	N/A	1	0



## WEBSITE TRAFFIC

USERS	SESSIONS	PAGEVIEWS	EMAILS SENT	OPEN RATE	CLICK THRU RATE	DATABASE SIZE	MTD GROWTH
2,025	3,047	5,442	5	17.84%	0.58%	5,853	299

## EMAIL MARKETING

## CUSTOMER REVIEW SUMMARY

SITE	RATING	REVIEWS (MTD)
Google	4.4	4
Yelp	4.0	1
GolfPass	4.3	8
Facebook	5.0	0



**SS 4949**  
Local Guide · 21 reviews · 19 photos  
★★★★★ a month ago

Staff is always great. Course is well kept. One of our favorite courses. Started playing during COVID19 6 MO. ago. So we're not familiar with cafe.



**Curtis Ford**  
Local Guide · 35 reviews · 1 photo  
★★★★★ a month ago  
Great course!



**Ben T.**  
Sacramento, CA  
📍 26 📷 4

★★★★★ 4/28/2021

Great for a 9 or 18 hole round. 3 par 3s, 3 par 4s and 3 par 5s, double those for an 18 hole game. Well-maintained fairways and greens. Greens are consistently trimmed. They try to live up to their "best greens in the valley" reputation. Friendly staff. One of my favorite courses.

## TRUEREVIEW SUMMARY



### APRIL

OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
9.1	9.7	8.3	6.0	9.5	84.1	44

### FY 2020-21 YEAR TO DATE

OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
9.1	9.6	8.5	8.4	9.3	74.4	277



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**MAY ACTION ITEMS / STRATEGIES / COMMENTS**

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- \* New superintendent, Jason Deubler, started on 5/8. First official full day is 5/17.
- \* Resident Twilight Scramble event on 5/5 cancelled due to lack of signups. Will review schedule to determine if weekend dates would be better attended in July and September.
- \* Community event of the month: Memorial Day Tournament (5/31) in support of Folds of Honor
- \* Wild Wings Golf Club event: 4 Player Scramble from the blue tees on 5/16
- \* Continue training and set up of Lightspeed eCom for selling punch cards and gift cards online
- \* Rate increases will go into effect and punch cards will be available for purchase tentatively mid-May
- \* Continue to schedule and promote food trucks on a monthly basis
- \* Food trucks scheduled for Woodland Wild Wings Dinners To Go in May:  
5/6: Bangin' Bowls, Hefty Gyros & Local Kine Shave Ice  
5/13: Ahuevo Foods, Bad Mobile & Buckhorn Grills  
5/20: Bubble Cone, Namaste Foods & On the Fry  
5/27: Cowtown Creamery, Nash & Proper & Rudy's on the Roll
- \* Matt Allen and Mary Kate Walsh to develop contracts and licensing for The Nest by end of the month for review during June client call
- \* Created new Employment Opportunities page on website per KemperSports Human Resources guidelines - includes all current job postings
- \* Set up new general contact form on the website
- \* Completed Business License application
- \* Research costs for implementing a CRM system for future sales tracking and forecasting for The Nest
- \* Complete fence work by end of the month
- \* Prioritize putting new netting in place once received

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**JUNE ACTION ITEMS / STRATEGIES / COMMENTS**

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- \* Community event of the month: Father's Day Shootout (6/20)
- \* Wild Wings Golf Club event: 4 Player (1 gross ball + 1 net ball) from the blue tees on 6/13
- \* Begin paid social media advertising as soon as current business license is secured and can be sent to Facebook support
- \* NCGA has provided re-rating for forward tees. New corrected scorecards should arrive in late May/early June. Market course as family friendly with rebranding of forward tees.
- \* Continue to schedule and promote food trucks on a monthly basis
- \* Food trucks scheduled for Woodland Wild Wings Dinners To Go in June:  
6/3: Bad Mobile, Gyro Stop and Kado's Asian Grill  
6/10: I Scream Yogurt, Nor Cal Kitchen and Smokin' Ewe BBQ  
6/17: Bangin Bowls, Bubble Cone and Rudy's on the Roll  
6/24: Bubble Cone, Hefty Gyros and Nash & Prosper
- \* On course food & beverage station to begin on July 1st
- \* Bruce and Mary Kate to prepare new Marketing Plan for FY 2021-22
- \* True Service training to take place for staff middle or end of June
- \* Monthly client call: June 1st



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