

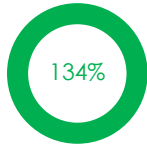


# Sales & Marketing Snapshot

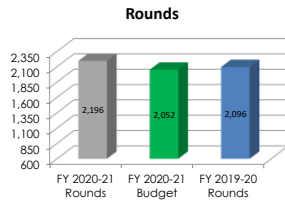
JUNE

REPORT DATE: 7/14/21

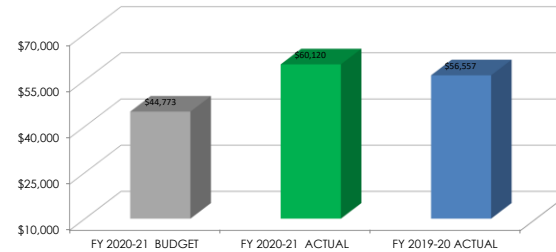
## Percentage of Budget



## Monthly Summary Totals



<b>MONTHLY BUDGET</b>	\$44,773
<b>ACTUAL MONTHLY REVENUE</b>	\$60,120
<b>VARIANCE TO BUDGET</b>	\$15,347
<b>PY MONTHLY REVENUE</b>	\$56,557



## JUNE

### FY 2020-21 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$40,460
Merchandise	\$2,215
Food & Beverage	\$2,098
Other	\$0

### FY 2020-21 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$52,606
Merchandise	\$4,276
Food & Beverage	\$3,238
Other	\$0

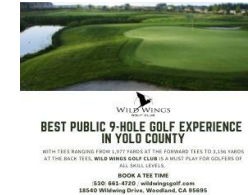
### FY 2019-20 Monthly Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$51,511
Merchandise	\$2,787
Food & Beverage	\$2,259
Other	\$0

	FY 2020-21 Rounds	FY 2020-21 Budget	FY 2019-20 Rounds
<b>Rounds</b>	2,196	2,052	2,096
<b>ADR</b>	\$23.96	\$19.72	\$24.58

## JUNE ACTION ITEMS / STRATEGIES / COMMENTS

- \* Rate increases went into effect and punch cards were rolled out on June 14th.
- \* Mary Kate Walsh, Kelly Smith and Anthony Shipman conducted a site visit June 16-18 for The Nest and marketing refresh training.
- \* Mary Kate, Anthony and Kelly produced first drafts of the Rental Guide, Rental Agreement and rates for Kimberly and Lachi to review.
- \* Interim team of Jason Deubler, Chris Hatzke, Kelly Smith and Joe Smith in place on property following Bruce's departure.
- \* Food trucks for Woodland Wild Wings Food Truck Mania in June:
  - 6/3: Gyro Stop and Kado's Asian Grill
  - 6/10: Smokin' Ewe BBQ and On the Fry
  - 6/24: Bubble Cone, Hefty Gyros and Nash & Prosper



## DIGITAL MARKETING SUMMARY



- Facebook
- Instagram
- Twitter
- Nextdoor

<b>TOTAL FOLLOWERS</b>	1,646
<b># OF POSTS</b>	9
<b># OF ENGAGEMENTS</b>	103

### DIGITAL MARKETING NOTES:

- \* Social media posts focused on gifts for Father's Day, Women's Golf Day and the results from the Memorial Day event
- \* Emails sent focused on happenings at the course, league update, Wild Wings Golf Club, Father's Day gifts (punch cards) and rate increases
- \* Placed an ad in the Yolo County Almanac that also included digital impressions

SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	775	3	47%	4	69
Instagram	573	10	35%	3	34
Twitter	298	-8	18%	2	0
Nextdoor	N/A	N/A	N/A	0	0



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**WEBSITE TRAFFIC**

USERS	SESSIONS	PAGEVIEWS	EMAILS SENT	OPEN RATE	CLICK THRU RATE	DATABASE SIZE	MTD GROWTH
2,006	3,062	5,198	5	41.03%	3.90%	5,612	58

**EMAIL MARKETING**

**CUSTOMER REVIEW SUMMARY**

SITE	RATING	REVIEWS (MTD)
Google	1.0	4.4
Yelp	4.0	0
GolfPass	4.3	7
Facebook	5.0	0

**TRUEREVIEW SUMMARY**



JUNE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
8.9	9.3	8.4	N/A	8.9	71.9	32
FY 2020-21 YEAR TO DATE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
9.1	9.5	8.5	8.3	9.2	74.1	351

**JULY ACTION ITEMS / STRATEGIES / COMMENTS**

- \* Mary Kate and Anthony to finalize Rental Guide, Rental Agreement and rates for The Nest for county council review
- \* Wild Wings Golf Club event: 2 Player Scramble - Red, White, Blue on July 11th
- \* Twilight Leagues continue: Tuesday Night Wild Twilight Women's League and Thursday Night Twilight Men's League
- \* New signage from Prestwick is expected to arrive this month.
- \* Food trucks scheduled for Woodland Wild Wings Food Truck Mania in July:
  - 7/1: Ahuevo Foods and India Jones
  - 7/15: Bangin Bowls and Drewski's
  - 7/22: Buckhorn Grill, Chando's Tacos and Namaste Foods
  - 7/29: Bubble Cone, Hefty Gyros, Kado's Asian Grill and Rudy's on the Roll
- \* Review additional advertising opportunities with the Daily Democrat
- \* Monthly client calls on July 7th and July 30th
- \* We will not offer a Community Event in July, especially given the high temperatures in the middle of the summer.
- \* Finalize FY22 Marketing Plan for Kimberly and Lachi to review

**AUGUST ACTION ITEMS / STRATEGIES / COMMENTS**

- \* We will not offer a Community Event in August given the transition to new management on site.
- \* Wild Wings Golf Club event: Club Championship Individual Stroke Play from the blue tees August 14-15
- \* Twilight Leagues continue: Tuesday Night Wild Twilight Women's League and Thursday Night Twilight Men's League
- \* Food trucks scheduled for Woodland Wild Wings Food Truck Mania in August:
  - 8/5: Bubble Cone, Buckhorn Grill, Chando's Tacos and Rolling Rajas
  - 8/12: Ahuevo Foods, Gameday Grill an Nash & Proper
  - 8/19: Bangin Bowls, Gyro Stop and Squeeze Burger Truck
  - 8/26: Cowtown Creamery and The Lumpia Truck
- \* Begin paid social media advertising as soon as Facebook Business Manager resolution is finalized
- \* Monthly client call on August 31st



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