



Sales & Marketing Snapshot

OCTOBER

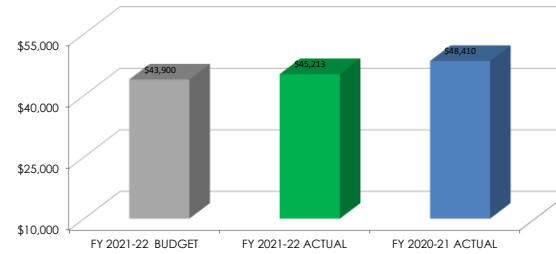
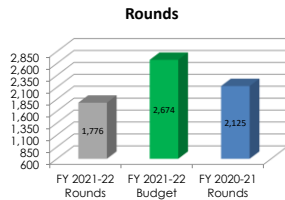
REPORT DATE: 11/15/21

Percentage of Budget



Monthly Summary Totals

MONTHLY BUDGET
\$43,900
ACTUAL MONTHLY REVENUE
\$45,213
VARIANCE TO BUDGET
\$1,313
PY MONTHLY REVENUE
\$48,410



OCTOBER

FY 2021-22 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$35,340
Merchandise	\$3,025
Food & Beverage	\$2,725
Other	\$2,610

FY 2021-22 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$39,048
Merchandise	\$2,937
Food & Beverage	\$2,863
Other	\$365

FY 2020-21 Monthly Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$43,700
Merchandise	\$2,067
Food & Beverage	\$2,620
Other	\$23

	FY 2021-22 Rounds	FY 2021-22 Budget	FY 2020-21 Rounds
Rounds	1,776	2,674	2,125
Avg. Rate	\$21.99	\$13.22	\$20.56

OCTOBER ACTION ITEMS / STRATEGIES / COMMENTS

- * The Nest Grand Opening event held on October 29th welcomed approximately 350 people.
- * Church event held on October 31st in The Nest - 2-hour rental generating \$365 in revenue.
- * Holy Rosary Tournament was held on October 29th.
- * Client meeting held on October 7th.
- * Mizuno products arrived - plan to schedule a demo day; run special pricing for Black Friday/Cyber Monday in November
- * Mary Kate Walsh visited the property and met with Jason, Joe, Alejandra and Lachi on October 21st.

DIGITAL MARKETING SUMMARY



Facebook
Instagram
Twitter
Nextdoor

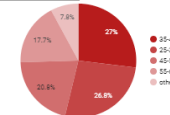
TOTAL FOLLOWERS
1,707
OF POSTS
15
OF ENGAGEMENTS
493

SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	794	5	47%	7	441
Instagram	617	15	36%	6	44
Twitter	296	-1	17%	2	8
Nextdoor	N/A	N/A	N/A	0	0

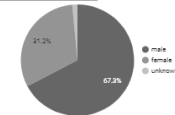
DIGITAL MARKETING NOTES:

- * Posted more on The Nest and golf course on social media - now being run by Alejandra
- * Social media posts for the month on the following topics: Grand Opening Event at The Nest, new signage, book tee times and feature on Jason
- * Sent emails for the Grand Opening event at The Nest
- * Mary Kate sent instructions for KemperSports team in Canva.
- * Monthly results of the paid advertising campaigns: 38,774 impressions, reached 19,200, 539 clicks, 1.4 clickthrough rate, 273 post engagements

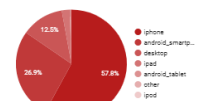
Age Breakdown



Gender Breakdown



Device Breakdown



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WEBSITE TRAFFIC


USERS	SESSIONS	PAGEVIEWS	LEADS (THE NEST)	EMAILS SENT	OPEN RATE	CLICK THRU RATE	DATABASE SIZE	MTD GROWTH
2,138	2,919	4,730	2	2	27.32%	0.00%	5,871	61

EMAIL MARKETING

CUSTOMER REVIEW SUMMARY

SITE	RATING	REVIEWS (MTD)
Google	4.4	2
Yelp	3.5	0
GolfPass	4.2	4
Facebook	4.7	0

B Bill Craig
 ★★★★★ 5 weeks ago
 Great golf course.

 Sylvia Gomez Macias
 Welcome! My golf buddy and I had a nice chat with him a few weeks back. We are seeing the changes and love it! Nice job 🙌

TRUEREVIEW SUMMARY



OCTOBER						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.5	9.0	6.4	6.0	7.1	-6.7	15
FY 2021-22 YEAR TO DATE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.9	9.2	6.8	7.8	7.8	29.0	145

NOVEMBER ACTION ITEMS / STRATEGIES / COMMENTS

- * Thanksgiving Day Scramble - details included in flyer
- * The Nest is open daily 8am - 4pm for business, food service starting at 10am if Jason and/or Alejandra are staffing The Nest.
- * Continue fielding inquiries for The Nest on the website and in person
- * Client meeting on November 12th
- * Greens Committee meeting on November 12th
- * Schedule training on PITCH email marketing platform for Jason and Alejandra
- * Update The Nest webpage with shortened inquiry form, daily operations information and calendar of events
- * Gender reveal party held in The Nest on November 13th
- * Photographer coming to tour and provide quote for new photos of The Nest
- * Jason to work on producing additional promotional materials for The Nest for posting on site and around the community
- * Property and regional team to discuss new pricing and packages for The Nest
- * Run special pricing on Mizuno products for Black Friday/Cyber Monday in November



DECEMBER ACTION ITEMS / STRATEGIES / COMMENTS

- * Potentially hosting events in The Nest on December 4th, 5th and 11th - Jason is still working on details.
- * Jason and Mary Kate to update website and rental guide once new photos of The Nest have been taken.
- * Include The Nest in the next residential water bill and newsletter if possible



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