

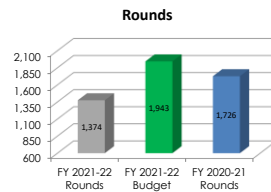
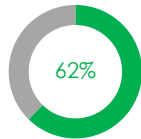


Sales & Marketing Snapshot

DECEMBER

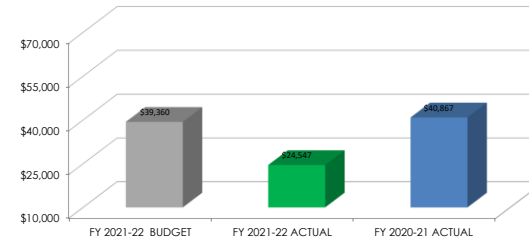
REPORT DATE: 1/18/22

Percentage of Budget



Monthly Summary Totals

MONTHLY BUDGET	\$39,360
ACTUAL MONTHLY REVENUE	\$24,547
VARIANCE TO BUDGET	-\$14,813
PY MONTHLY REVENUE	\$40,867



DECEMBER

FY 2021-22 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$30,612
Merchandise	\$2,675
Food & Beverage	\$6,058
Other	\$15

FY 2021-22 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$21,371
Merchandise	\$1,804
Food & Beverage	\$1,327
Other	\$45

FY 2020-21 Monthly Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$36,075
Merchandise	\$2,345
Food & Beverage	\$2,399
Other	\$48

	FY 2021-22 Rounds	FY 2021-22 Budget	FY 2020-21 Rounds
Rounds	1,374	1,943	1,726
Avg. Rate	\$15.55	\$15.76	\$20.90

DECEMBER ACTION ITEMS / STRATEGIES / COMMENTS

- * Received new Srixon and Volvik golf balls
- * CSA Meeting held on December 1st - Mark, Joe, Mary Kate and Jason all attended via Zoom.
- * Big rainstorm during the week of December 13th deterred play for a few days.
- * Client meeting held on December 13th.
- * Local band played music during business hours at The Nest on December 18th.
- * Holiday blowout of old apparel to make room for spring collection in February
- * Pendleton Scramble tournament on December 31st - 62 players

DIGITAL MARKETING SUMMARY



Facebook
Instagram
Nextdoor

TOTAL FOLLOWERS

1,455

OF POSTS

7

OF ENGAGEMENTS

189

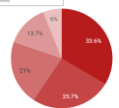
DIGITAL MARKETING NOTES:

- * Posted on social media about gift card sales for the holidays, Happy Holidays, beautiful weather for golf and Woodland Daily Democrat Best of 2021 award
- * Sent email to say Happy Holidays, promote gift card sales and encourage inquiries for events at The Nest
- * Added calendar of events to The Nest page on the website
- * Narrowed radius for social media paid ads to target the local community
- * Continued fielding inquiries for The Nest on the website and in person
- * Monthly results of the social media advertising campaign: 30,691 impressions, reached 15,600, 366 clicks, 1.2 clickthrough rate, 131 post engagements. 84.7% of clicks came from the Sacramento-Stockton-Modesto DMA.

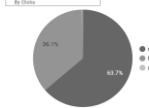
SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	823	2	57%	4	79
Instagram	632	8	43%	3	110
Nextdoor	N/A	N/A	N/A	0	0



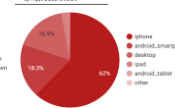
Age Breakdown



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
1,578	2,314	3,664	3	1	32.30%	0.46%	5,941	5

EMAIL MARKETING

CUSTOMER REVIEW SUMMARY

SITE	RATING	REVIEWS (MTD)
Google	4.4	0
Yelp	3.5	1
GolfPass	4.2	0
Facebook	4.7	0

TRUEREVIEW SUMMARY



DECEMBER						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.2	7.8	6.4	N/A	7.5	30.8	13
FY 2021-22 YEAR TO DATE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.9	9.1	6.9	7.8	7.8	30.5	190

JANUARY ACTION ITEMS / STRATEGIES / COMMENTS

- Create postcard for a mailer
- Include collateral in residential water bill
- Schedule drone photography, video and interior shots of The Nest for March
- Explore summer league through Spark Golf
- Produce inquiries report for The Nest that will be updated regularly
- Update Rental Agreement to remove security
- Set up promotion with Golf Moose to reach more customers and grow Wild Wings database
- Incorporate golf into paid social media advertising campaign to drive tee time bookings
- Continue fielding inquiries for The Nest on the website and in person
- Events in The Nest:



January 8th - Josette Rocha - baby shower - Everyone was happy with how clean and organized we have it, we also got a few people to take Jason's email down and Wild Wings' phone number to book upcoming events or birthdays. Overall everyone had a wonderful time.
 January 13th - Tasha White - children's party - This event went pretty well, parents and kids were satisfied with the outcome and how well our service is.

FEBRUARY ACTION ITEMS / STRATEGIES / COMMENTS

- Prepare National Golf Foundation customer satisfaction survey to send in March when course conditions are optimal
- Print and distribute mailer
- Golf Sub-Advisory Committee Meeting on February 2nd



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