

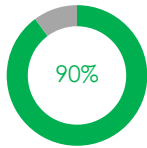


# Sales & Marketing Snapshot

MARCH

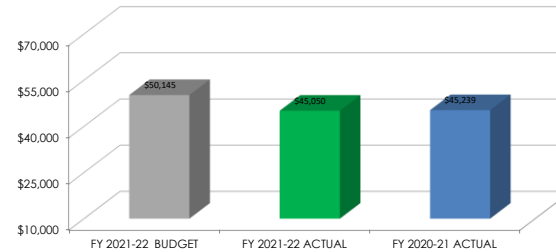
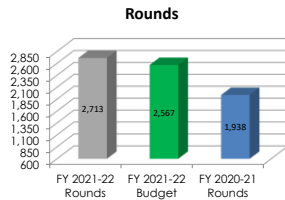
REPORT DATE: 4/25/22

## Percentage of Budget



## Monthly Summary Totals

MONTHLY BUDGET  
\$50,145  
ACTUAL MONTHLY REVENUE  
\$45,050  
VARIANCE TO BUDGET  
-\$5,095  
PY MONTHLY REVENUE  
\$45,239



## MARCH

### FY 2021-22 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$40,152
Merchandise	\$3,925
Food & Beverage	\$6,053
Other	\$15

### FY 2021-22 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$36,958
Merchandise	\$3,321
Food & Beverage	\$3,215
Other	\$1,556

### FY 2020-21 Monthly Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$38,118
Merchandise	\$4,071
Food & Beverage	\$2,960
Other	\$90

	FY 2021-22 Rounds	FY 2021-22 Budget	FY 2020-21 Rounds
Rounds	2,713	2,567	1,938
Avg. Rate	\$13.62	\$15.64	\$19.67

## MARCH ACTION ITEMS / STRATEGIES / COMMENTS

- \* One event in The Nest - small bachelorette party
- \* Results of the Golf Moose campaign as of 4/18: Golf Moose has sold a total of 433 units and has generated over \$15,000 in revenue.
- \* Mary Kate Walsh site visit on March 18th - reviewed KemperSports property assessment, FY23 Marketing Plan, creative ways to drive revenue, course and Nest tours
- \* Continued work on the FY23 Marketing Plan
- \* Bunker renovation
- \* March 7th: GCSAA Superintendents Meeting and Tournament
- \* March 15th: Women's Twilight League started
- \* March 16th: Men's Twilight League started

## DIGITAL MARKETING SUMMARY



Facebook  
Instagram  
Nextdoor

TOTAL FOLLOWERS  
1,538  
# OF POSTS  
0  
# OF ENGAGEMENTS  
0

### DIGITAL MARKETING NOTES:

- \* Continued fielding inquiries for The Nest on the website and in person
- \* Updated website and The Nest Rental Guide with new photos of the space
- \* Monthly results of the social media advertising campaign (golf & The Nest):
- \* 35,300 impressions, reached 14,100, 573 clicks, 1.6% clickthrough rate, 232 post engagements. 34 website checkouts initiated (golf), 0 form fills (The Nest). 98.1% of clicks came from the Sacramento-Stockton-Modesto DMA.

SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	865	14	56%	0	0
Instagram	673	26	44%	0	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
2,702	3,806	6,122	1	35.93%	1.16%	6,087	49

**EMAIL MARKETING**

**CUSTOMER REVIEW SUMMARY**

SITE	RATING	REVIEWS (MTD)
Google	4.4	1
Yelp	3.5	2
GolfPass	4.1	1
Facebook	4.8	0



**Aras Z.**  
Madison, NJ  
@ 0 14

★★★★★ 3/18/2022

Courteous staff and excellent service. Golf course is in an ok shape. Can't beat the price of playing the game with the cart. Very slow greens

**TRUEREVIEW SUMMARY**



MARCH						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
6.9	8.8	5.6	N/A	6.4	-18.4	38
FY 2021-22 YEAR TO DATE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.7	9.0	6.6	7.7	7.6	23.2	280

**APRIL ACTION ITEMS / STRATEGIES / COMMENTS**

- \* Finalized FY23 Marketing Plan to include key sales & marketing strategies that will be implemented to ensure the course grows its revenues and meets stated objectives in FY23
- \* Hold on drone shoot until course conditions improve
- \* Events booked in The Nest:  
April 23rd kids birthday party 4pm-10pm. About 50-60 people in attendance.
- \* April 22nd UC Davis Soccer Club golf tournament
- \* Jason is doing a radio interview on April 27th with a local station to promote the facility.

**MAY ACTION ITEMS / STRATEGIES / COMMENTS**

- \* Mailer will be distributed the first week of May.
- \* Organizing a Mother's Day golf outing
- \* Finalizing Mizuno Day for the third Sunday in May
- \* Potential food truck event over Memorial Day



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