



Indian Hills Golf Course



First Quarter Report 2018

Re-cap Last Quarter 2017

- ▶ Rounds UP 3,186 over last year
- ▶ Merchandise Sales UP \$4,200
- ▶ Food, Snacks and Alcohol UP \$6,870
- ▶ Total revenue UP approximately \$25,000

- ▶ Practice Range Revenue was down \$400 due in part to the hurricane/netting.



Focal Points ~ First Quarter 2018

- ▶ Our emphasis will remain on providing a warm, friendly environment for ALL players.
- ▶ The Indian Hills Savings Card has been a huge success, already selling in excess of 300 memberships.
- ▶ The golf course will continue to be improved on a daily basis, through better maintenance practices.
- ▶ January 11th we set a record for most rounds in a day~ 281!



Financial Points ~ Food & Beverage

- ▶ Food and beverage inventory has been revamped to provide a better sell through with minimal waste.
- ▶ Food purchasing has been changed from Sysco to Sam's saving almost 50% on most items.
- ▶ Lunch area has been reorganized for efficiency.
- ▶ Daily specials have been increased for more variety.



Financial Points ~ Golf

- ▶ Several leagues have returned, adding approximately 500 rounds per month.
- ▶ We have solidified 2 outside outings and will continue to seek additional events to supplement revenue.
- ▶ Golf inventory will be “turned” regularly to provide a fresh, clean appearance.



Agronomy

- ▶ We will conduct solid tine aerification in January, February and March to improve green conditions.
- ▶ Applying pre-emergent for weeds.
- ▶ Treating of nematodes in all playing areas.
- ▶ Spot spraying for post emerge goose grass.
- ▶ Continue to define tee area landscape beds.
- ▶ Continue to cleanup dead palm trees.



Advertising Program

- ▶ We have provided a fresh look and greater breath of advertising through TV, Radio and 12 hits per month in the Treasure Coast Newspapers focused on the NEW Indian Hills.
- ▶ We have continued our support of the Indian River Magazine and its subsidiaries.
- ▶ We have reduced our presence in the Hometown News and Voice.



Advertising Program (cont.)

- ▶ We are currently working on a Rack Card that will be provided to local hotels and resorts between Vero Beach and Port St. Lucie.



Indian Hills Edward G. Bone
GOLF COURSE

Check out the "New" Indian Hills!

The friendly staff and improved conditions will have you coming back again & again!

CURRENT RATES
Before 8 am - \$40 • 8-12 noon - \$45
Noon-3:00 pm - \$40 • After 3 pm - \$20

We rarely have cart restrictions due to weather conditions!

PURCHASE OUR INDIAN HILLS SAVINGS CARD **SAVE 20% OFF** **OUR ADVERTISED RATES EVERY ROUND!**

 **Lessons available from our PGA Professionals**

From US1, turn East on Ohio Ave. directly behind TD Bank • 772-465-8110

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Social Media

- ▶ We have maintained a daily presence on Facebook providing updates, photos and content to remain relevant in the community.
- ▶ We have done the same on LinkedIn for a more regional presence.
- ▶ We will do the same as the new city website is introduced.

