

MEMORANDUM NO. M22-105

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Golf & Facilities Report  
**DATE:** November 15, 2022  
Bridges of Poplar Creek and The Club Board Report

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**Bridges General Programs**

- The fall event schedule was jam packed. We sold out of two TopTracer leagues, and had a third league with 28 players. The Pro Am Scramble had 20 teams participate, Turkey Shoot sold out at 144 players. The TopTracer 4-Person Scramble has 9 of 10 teams sold with a few days left prior to event.
- Breakfast with Santa reservations opened on November 1. We sold out this event in six days. We are now creating a waiting list for this popular event of around 300 guests.
- The weather forecast is also very promising for early November. So we look forward to a deep run into the season.

**Golf Rounds**

MONTHLY ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
1,692	2,015	2,766	2,741	2,809	2,405
YTD ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
25,809	24,182	24,336	29,355	27,935	26,323

**Range Basket Sale Totals**

MONTHLY RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
968	1,035	1,665	1,189	1,204	1,212
YTD RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
17,284	18,755	16,607	19,742	16,890	17,856

## TopTracer Hour Totals

<b>MONTHLY TOPTRACER RESERVATION HOUR TOTALS</b>
<b>2022</b>
<b>316 Hours</b>
<b>YTD TOPTRACER RESERVATION HOUR TOTALS</b>
<b>2022</b>
<b>3,437</b>

## Food & Beverage

### October

2 golf outings servicing 35 guests  
2 baby showers servicing 70 guests  
4 wedding ceremony and receptions servicing 475 guests  
1 dinner servicing 144 guests

### November

1 Turkey Shoot 144 guests  
1 breakfast meeting servicing 25 guests  
1 wedding ceremony and reception servicing 145 guests

### Wedding Counts

2022

13 ceremony/receptions (4 cancelled in January to move to different county); 1 reception only

2023

1 ceremony only  
1 reception only  
8 ceremony/reception

2021

13 ceremony and reception, 3 reception (we did have one reception cancel in June as they moved to a facility that was not enforcing any Covid-19 guidelines).

2020 All weddings were cancelled or rescheduled to 2021.

*We had 10 ceremony and reception, 4 reception only booked for 2020.*

2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018)

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

## Golf Maintenance Summary

The golf course maintenance team has been in full swing keeping the course maintained and starting to prepare the course for the winter months.

- Daily course maintenance
- Mowing, blowing, mulching of leaves, a never-ending fall process
- Ordered and received topdressing sand for greens in preparation of snow fall. Will begin topdressing in early November.
- Started mowing down fescue areas that do not get burned
- Began removing dead trees around the course that have been identified end of life.
- Began bringing in course accessories such as:
  - Ball washers
  - Cart directional signs
  - Red/yellow hazard stakes (In areas where burning or mowing occurs)
  - Tee markers (Black & Silver)
  - Fountains



### October 2022

<b>Membership Totals</b>	<b><u>10/31/2021</u></b>	<b><u>1/01/2022</u></b>	<b><u>10/31/2022</u></b>	<b><u>Var. +/-</u></b>
Totals	2,112	2,160	2,282	<b>+122</b>

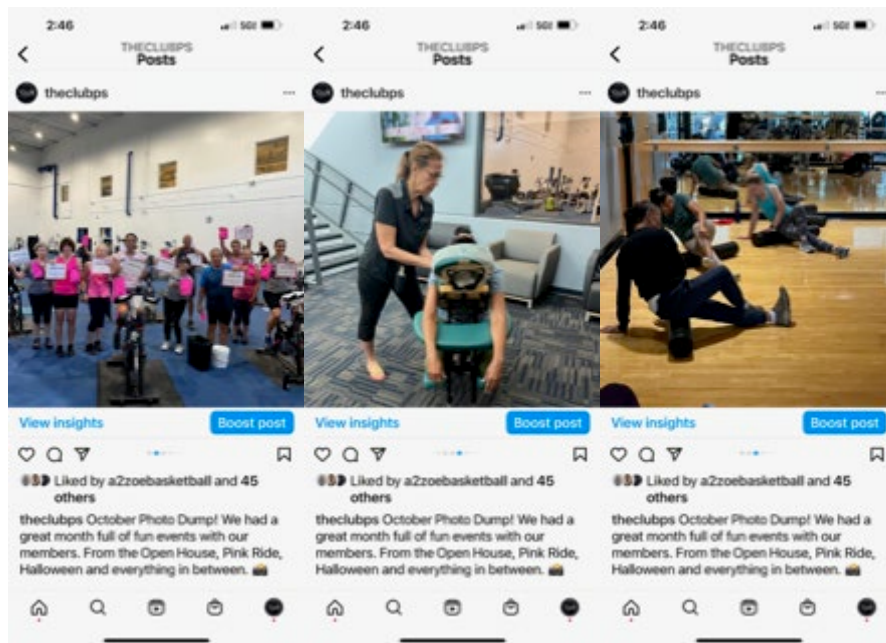
### Member Services/Sales

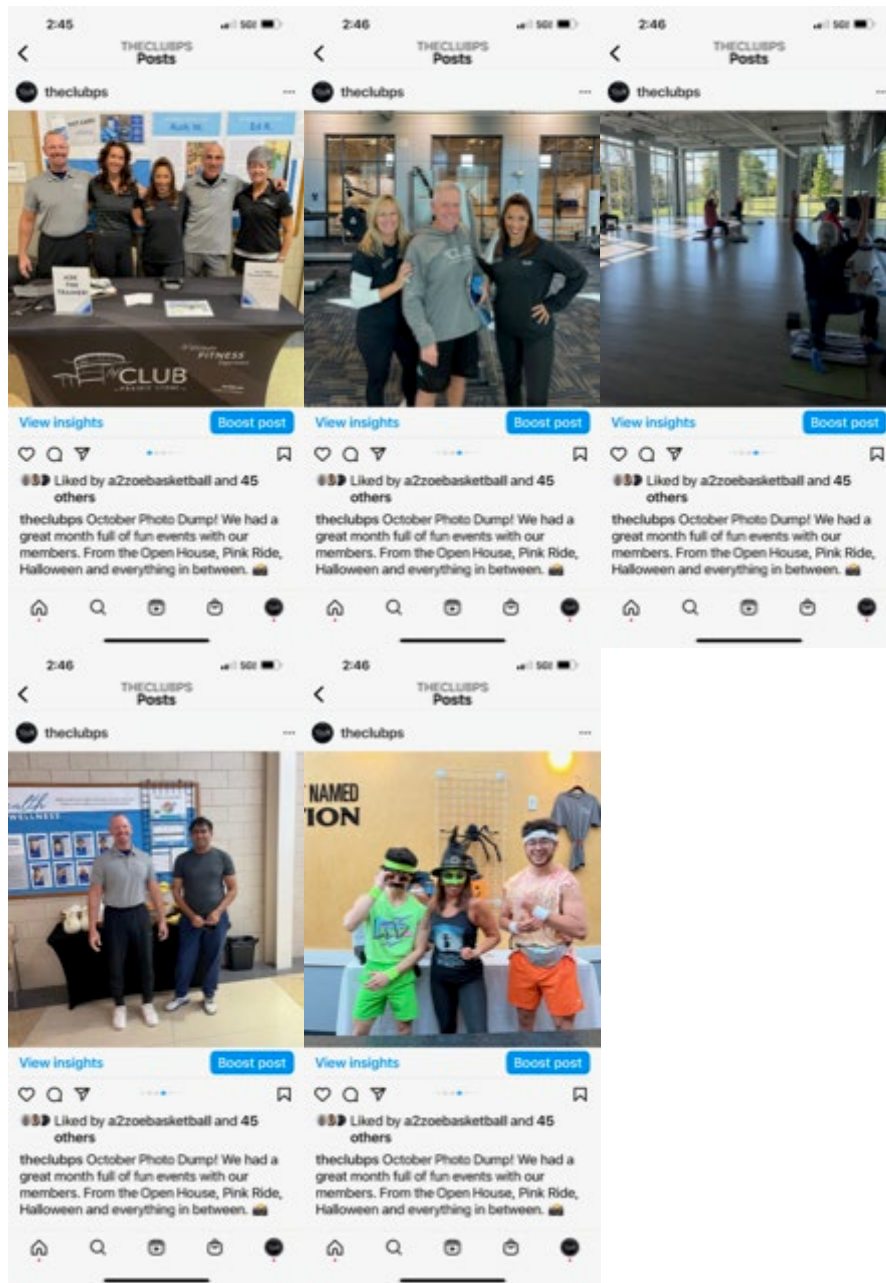
- The Club team enrolled 122 new members in October, beginning the month strong with approximately 40 memberships on the day of the open house, October 1, where new members were able to take advantage of a \$0 enrollment offer as well as receive a great “Join the Club” t-shirt as a welcome gift! Membership is steadily climbing, and staying net positive for the year.
- Visit numbers have begun to increase in October with a total of 14,140 check-ins for the month. This is an increase from September and impressive given the weather has been generally on the warmer side throughout October.
- We had 1,737 unique visits in October, meaning approximately 76% of members visited/used the facility at least once a month. This is back up to slightly above our average and impressive for the industry. In short, we are seeing a lot of activity in the facility!
- We also tried a “Referral Bonus Month” for the first time in a while where each member who referred a new member received a free month of dues, and were entered into a drawing to win one of the following: Apple Air Pods Pro, JBL Charge 5 Bluetooth speaker, Stadium Tailgate package (stadium seat, cooler, stadium blanket), or a \$150.00 Dick Pond Gift Card. We had 15 member referrals for the month of October. Below are some of the winners:



**Operations and Fitness Departments:**

- We held a couple of fun member retention activities in October to keep members excited about what we have to offer.
  - Pink Ride – the fitness department held a “Pink Ride” on October 7, where members were given a sign they were able to fill out that said “I ride for \_\_\_\_\_” and then attach that sign to front of the bike for the ride. This is always very well received and is a powerful and emotional ride.
  - Foam Rolling Demo/Chair Massage – Open House “Extras” (see photos below).





- Football Squares fun continues with awesome participation from members who really love a free t-shirt!! We will continue this fun through the Super Bowl game where we will give a t-shirt PLUS some other Club swag to the winner
- The Club hosted a Parents Night Out event on October 10, with 10 children in attendance. The kids had lots of fun at the Halloween themed event participating in wall climbing, Halloween crafts, gym activities, bags tournament, pizza dinner and a movie and popcorn to finish the evening.
- The Club Operations department held 68 recreational gymnasium rentals in the month of October, as well as nine birthday parties.
- The Trick-or-Treat Climb event filled with 30 kids and was a huge hit with participants and parents. We will likely add a third time slot next year given the popularity of this event.