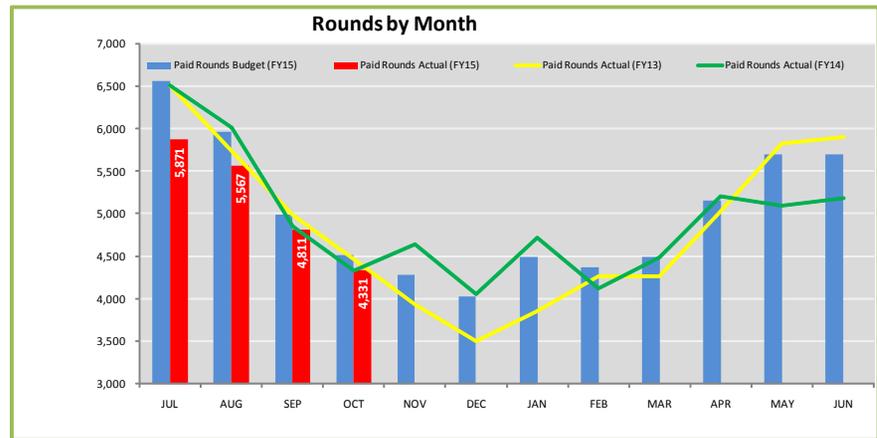
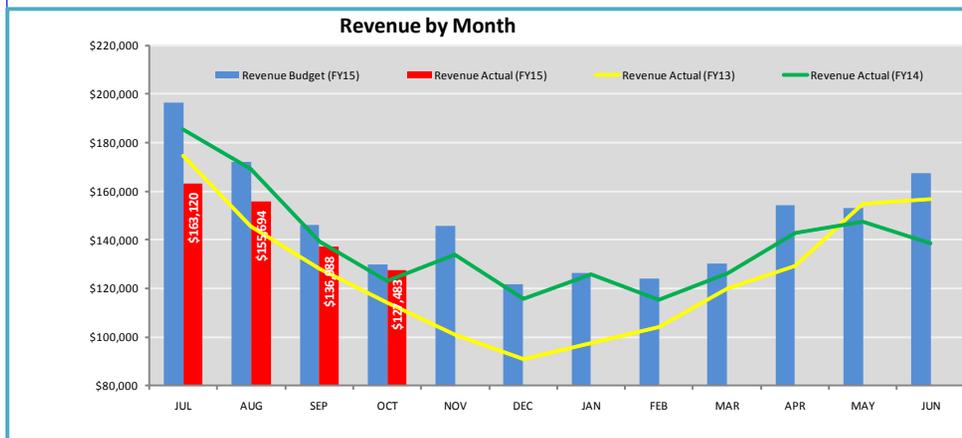


GOLF ROUNDS AND REVENUE REPORT

PERIOD NO. **4** **OCT**

Revenue includes PIF	Revenue Actual (FY12)	Revenue Actual (FY13)	Revenue Actual (FY14)	Revenue Budget (FY15)	Revenue Actual (FY15)	Month on Month v Budget	Cumulative vs Budget	Month on Month v FY14	Cumulative vs FY14	Paid Rounds Actual (FY12)	Paid Rounds Actual (FY13)	Paid Rounds Actual (FY14)	Paid Rounds Budget (FY15)	Paid Rounds Actual (FY15)	Total Rounds (FY15)	Month on Month v Budget	Cumulative vs Budget	Month on Month v FY14	Cumulative vs FY14				
	YEAR TO DATE	\$553,927	\$561,813	\$616,980	\$644,103	\$583,284		(\$60,819)	(9%)	(\$33,695)	(5%)	21,690	21,683	21,706	22,022	20,580	21,553		(1,442)	(7%)	(1,126)	(5%)	
JUL	\$165,548	\$174,360	\$185,357	\$196,553	\$163,120	(\$33,433)	(\$33,433)	(\$22,237)	(\$22,237)	6,347	6,507	6,514	6,555	5,871	6,194	(684)	(684)	(643)	(643)	(17%)	(17%)	(12%)	(12%)
AUG	\$144,694	\$145,410	\$169,274	\$171,946	\$155,694	(\$16,253)	(\$49,686)	(\$13,580)	(\$35,817)	5,870	5,734	6,016	5,962	5,567	5,669	(395)	(1,079)	(449)	(1,092)	(9%)	(8%)	(10%)	(10%)
SEP	\$126,984	\$128,046	\$139,117	\$145,981	\$136,988	(\$8,992)	(\$58,678)	(\$2,129)	(\$37,946)	4,931	4,981	4,844	4,993	4,811	5,075	(182)	(1,261)	(33)	(1,125)	(6%)	(6%)	(8%)	(8%)
OCT	\$116,701	\$113,997	\$123,232	\$129,624	\$127,483	(\$2,141)	(\$60,819)	\$4,251	(\$33,695)	4,542	4,461	4,332	4,512	4,331	4,615	(181)	(1,442)	(1)	(1,126)	(2%)	(3%)	(5%)	(5%)
NOV	\$103,879	\$100,834	\$133,907	\$145,633						4,073	3,934	4,644	4,281										
DEC	\$108,156	\$90,800	\$115,796	\$121,570						4,342	3,496	4,052	4,023										
JAN	\$115,919	\$97,639	\$125,633	\$126,431						4,698	3,859	4,711	4,490										
FEB	\$110,370	\$104,194	\$115,120	\$124,190						4,522	4,267	4,120	4,368										
MAR	\$113,050	\$120,092	\$126,007	\$130,358						4,522	4,267	4,484	4,491										
APR	\$127,110	\$129,195	\$142,973	\$154,119						4,983	5,029	5,206	5,150										
MAY	\$149,302	\$154,933	\$147,439	\$153,222						5,916	5,823	5,092	5,695										
JUN	\$140,011	\$156,888	\$138,465	\$167,248						5,764	5,895	5,182	5,699										
FULL YEAR	\$1,521,724	\$1,516,387	\$1,662,319	\$1,766,876	\$710,767		(\$60,819)	(3%)	(\$33,695)	(2%)	60,510	58,253	59,197	60,219	20,580	21,553		(1,442)	(2%)	(1,126)	(2%)		



Players Improvement Funds:

Carried forward from FY14	\$ 27,996
Earned in FY15	\$ 20,227
Spent in FY15	\$ -
Current Balance	\$ 48,223

Current Promotions:

- College Students play for \$20 after 10am
- Rewards Card

Future potential Promotions:

- Lesson Package for Holiday period.
- Twilight time changes

Rewards Card Sales:

	Month	YTD	Month Rev	YTD Rev
OCT 2013	33	181	\$ 4,191	\$ 22,987
OCT 2014	47	180	\$ 5,969	\$ 22,848
diff	+14	(1)	\$ 1,778	\$ (139)

Comments:

October 2014 saw the strongest round and revenue performance in comparison to prior year since April 2014. Rewards card sales (an indication of customer loyalty), were up 14 sales (42%) on October 2013 and for the first time, it seems that round volume matched 2013 for a month.

Revenue per round was better than last year given reduced promotional rounds (2013 had Axxess deals) leading to a 3% increase in revenue year over year.

While this is encouraging, revenue was still 2% below budget for the month meaning a 9% cumulative adverse variance of (\$60,819) and (\$33,695) 5% below last year after 4 months.

Events:

	FY14	FY15
<i>(tournament is >16 players paying tournament fee)</i>		
Green Fees Month	\$ 1,844	\$ 760
Green Fees YTD	\$ 35,148	\$ 34,902