

## Agenda

Ashland Parks & Recreation Commission

Golf Course Subcommittee Meeting

February 6, 2019

The Grove, 1195 E Main St, Ashland, OR 97520

2:00 p.m.

- I. CALL TO ORDER
- II. PUBLIC PARTICIPATION
  - a. Open Forum
- III. APPROVAL OF MINUTES
  - a. December 12, 2018
- IV. ADDITIONS OR DELETIONS TO THE AGENDA
- V. NEW BUSINESS
  - a. Introduction of new Golf Course Manager, Patrick Oropallo, PGA
  - b. Engage Business Community
  - c. Programming
  - d. Tournament & Banquet Sales Collateral
  - e. Improved Policies & Procedures
  - f. Naming of the Tees
  - g. Point of Sale Software Opportunities
  - h. Provide Entertainment & Recreation Opportunities
  - i. Biennium Course Goals
    - i. Audubon Cooperative Sanctuary Program for Golf
    - ii. Historically Renovation
  - j. Revenue & Expense Review through December.
    - i. Financial plan for remainder of budget year.
- VI. ITEMS FROM COMMITTEE
- VII. SET NEXT MEETING DATE/TIME
- VIII. ADJOURNMENT 3:30 p.m.

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

## COMMISSIONERS:

Mike Gardiner  
Joel Heller  
Rick Landt  
Jim Lewis  
Julian Bell



Michael A. Black, AICP  
Director

541.488.5340  
AshlandParksandRec.org  
parksinfo@ashland.or.us

## Golf Course Subcommittee Meeting Packet

### Engage the Business Community

**Stay & Play:** Design stay and play packages that will promote more non-resident rounds of golf at Oak Knoll Golf Course. I chose to contact the Neuman Hotel Group for several reasons including; the proximity to our property, their fantastic reputation, number of properties under their management and possible collaborations in the future.

**Golf Tournaments:** Promote golf tournaments to our business community as a way to raise funds, employee/vendor thank you event and or brand marketing opportunity. I have made contact with Caldera Brewing regarding a marketing type golf tournament and they have shown much interest.

**In House Golf Tournaments:** Create our own club ran events that will drive additional revenue to the facility and engage current and new players. **NEW** events include 4-Person Scramble + Horseshoe 5/18, Ashland City Championship 6/22-6/23 & Jefferson Cup Matches 9/14.

### Programming

**Summer PlayGuide:** Create programming that will enrich the lives of participants and increase participation at Oak Knoll Golf Course

- Get, Golf Ready – We will be offering two sessions in the Summer PlayGuide. This class is designed for new & beginning golfers that are interested in playing better golf, starting a new lifetime hobby and getting outside to trying something new.
- Chip, Sip & Giggle – This social golf class is perfect for those that prefer to use golf as a social interaction opportunity. Participants take a short lesson then make their way to the clubhouse for wine tasting from various wineries and some simple finger foods.

**PGA Junior League Golf:** A team learning program that teaches boys and girls ages 7-13 to play golf from qualified PGA Professionals. This junior program has exploded across the country and is huge in Portland and Eugene. I brought this program to Southern Oregon in 2016 and now to Oak Knoll GC.

**SOU Youth Program:** We have partnered with SOU Youth Programs and will be conducting two programs for them in June; Foot Golf and Golf. This will bring additional revenue to the course and new students.

**FREE Lesson Friday:** This is Oak Knoll's way of giving back to the community. Every other Friday from 3:30-5pm juniors ages 7-13 are able to get free instruction covering various disciplines from Patrick Orpallo, PGA. The goal is to create advocates of the course, increase rounds and revenue.

## Tournament & Banquet Sales

**Tournament Sales:** I have created a tournament sales lead generator for use in electronic/social sharing. I have also created a tournament menu for clients that includes food options that I believe we can execute well.

**Event Sales:** I have created an event sales lead generator for use in electronic/social sharing. I have also created an event menu for clients that includes food options that I believe we can execute well.

## Improved Policies & Procedures

**Cart Sign Out Log:** Guest must sign out for their golf car. The release holds the guest responsible for any damage to themselves or cart while operating the vehicle.

**Book Money Tracking Log:** Allows the accounting team to “realize” the revenue in the correct category rather than just Gift Certificate where it is being realized currently. Submitted are January’s results.

**Engagement Tracker:** A log that captures engagement at Oak Knoll Golf Course for reasons other than golf. Submitted are January’s results.

## Tee Names & Additional Options

**Tee Markers:** I think it is important to give our course some personality and name the tees from which the golfers play. Currently we are using Blue, White, Red and Yellow. These names are rather boring and certainly not memorable. Many courses name their tee markers (Rogue Tees, Oaks, Madrone etc.) I would like everyone’s input here.

\*Preferable these names are one word but more than one word could be ok.

- Flora and Fauna of the region.
  - Oregon Grape, Oceanspray, Blue Blossom, Snowberry, Kinnikinnick
- Geographic features of the city.
  - Perozzi, Pompadour Bluff, Grizzly Peak, Lithia, Emigrant Lake
- Trees.
  - White Oak, Madrone, Vine Maple
- Birds.
  - Red Tail Hawk, Calliope Hummingbird, Acorn Woodpecker

**Addition of “Middle Tees”:** Oak Knoll Golf Course currently only has back tees and forward tees. The addition of a middle set of tees would make the course more playable. In addition, a set of junior tees is necessary in an effort to promote junior golf. The Oregon Golf Association has approved the addition of both tees.

## Point of Sale Software Opportunities

**Trade Time Model:** Currently we are giving Golf Now one trade time each day, this means they can sell that tee time and they keep the revenue. In return we receive...

1. Free Website.
2. Free Email Database Marketing Tool.
3. Free Point of Sale Software (Cloud Based).
4. Group buying program for F&B supplies.
5. Free online booking engine.

Currently, we are not taking advantage of any of these benefits except the online booking engine. I believe we should take full advantage of all of these benefits. Expenses associated with current point of sale software (sportsman) and website hosting would disappear. Our current point of sale software is inadequate when compared to the golf software from EZ Links or Golf Now.

**EZ Links:** This was my previous software. I like it because I am familiar with it and how helpful it was in making decisions that guided the business.

**Golf Now:** Similar to EZ Links in many ways, a great point of sale program that will help take OKGC to the next level.

## Provide Entertainment & Recreation Opportunities

**Summer Concert Series:** Host a concert in July, August & September. No cover charge. Invite the community out to the course to enjoy music from some of the regions hottest local groups.

- July- Bothers Reed Confirmed
- August?
- September?

**Paint & Sip Class:** Ashland Art Center showed a great deal of interest in hosting a paint and sip class at the course. This is a fantastic way to broaden the use of the facility and engage a broader audience here at OKGC. Classes would take place in Spring/Summer 2019.

## Biennium Course Goals

**Historic Renovation:** Project to be broken down into three categories.

- a. Golf Course-** Includes bunker renovation & addition, "tee boxes" & sand tees, naturalistic tee markers, wooden flagsticks, canvas flags, natural hole signage, natural benches and repainted course accessories.
- b. Clubhouse-** Museum like experience. Course history told through pictures, artifacts, and key signage. Displays to include old golf equipment, course tool artifacts etc.
- c. Guest Experience-** Hickory rental equipment, period golf ball.

**Audubon Cooperative Sanctuary Program for Golf:** The ACSP program has 6 environmental categories that will be considered in the certification process.

- Environmental Planning
- Wildlife and Habitat Management
- Water Conservation
- Chemical Use Reduction and Safety
- Water Quality Management
- Outreach and Education



## Revenue & Expense Review Through December

**Expense Plan for Remaining Fiscal:** An aggressive approach to expense savings should be followed for the remainder of the fiscal budget by golf operations and maintenance. A target should be 30K or greater savings versus revised budgeted expenses. These expense saving measures are necessary following dragging revenue from 2018.

**Revenue Plan for Remaining Fiscal:** An aggressive approach to revenue generation will be taken. Tournament and event sales are key to increasing revenue at a rate that outpaces historical results. Many of the programs mentioned earlier in this packet are revenue generating tools and will aid our revenue efforts.

END

# Save Your Summer for Team Golf

## 2019 PGA Junior League Golf at Oak Knoll Golf Club!



**The Format:** Entering our 1st season of PGA Junior League (PGAJLG), we are very excited to continue and hopefully grow the number of juniors participating at Oak Knoll GC Here's how it works:

- Boys and girls aged 7-13 are welcome...coed team golf is awesome!
- Weekly "team practices" sessions (60 mins) with coaching by Patrick Oropallo, Certified PGA.
- We are shooting for 2 teams this year so we can have more "home matches" (typically on weekends)
- Each team will have a "Parent-Captain" who will help arrange travel, schedules and rosters with PGA Coaches (*Parents: if you're interested in this special role, please contact Patrick Oropallo, PGA*)
- Team members will also receive team jerseys with numbers (different color for each team) and bag tags with "Captured Flag" stickers

**Registration Open: FEBRUARY 2019**

If you plan on your child(ren) joining, please register online at

➔ <https://www.pgajrleague.com/sign-up> ←



**The 2019 Schedule (Tentative): May 13<sup>th</sup>-June 13<sup>th</sup>**

- Team practices/tryouts will begin on Monday, May 13<sup>th</sup> PGA coaches will work with kids, but also evaluate kids so teams can be evenly setup.
- Once rosters are set, we'll communicate each practice team's time. Practices will happen twice during the week.
- Matches will take place weekly and typically on a Saturday or Sunday afternoon.
- *If we can get 40 kids+, we'll be able to have our own league or at least minimize travel to other sites.*
- Final league match projected to be June 22<sup>nd</sup> or 23<sup>rd</sup> ... then we'll assemble our All-Star team.

**The Fees:**

- \$150\* per junior member
  - Fees include (10) team practice sessions with one of our golf professionals.
  - Minimum of (3) team matches (depending on size of league, # of teams in league)
  - PGA JLG official team jersey (w/ # on back), JLG bag tag and "Flag Stickers" for captured flags.

**Information?**

For more info email Patrick Oropallo, PGA & JLG Captain: [patrick.oropallo@ashland.or.us](mailto:patrick.oropallo@ashland.or.us)

Call: (541) 482-4311.

This flyer is distributed to Ashland School District students as a courtesy to parents per board policy. Ashland School District does not endorse or sponsor community activities including any described in this flyer. If you have questions regarding this policy, please contact your child's principal.





# FREE Lesson Friday

Ages 7-17 Boys and Girls  
Every other Friday, begins 1/25

Join us at Oak Knoll G. C. for FREE lesson Friday.  
Learn some new golf skills and have some fun!  
Parents encouraged to join in the fun!



p: 541.482.4311 e: [patrick.oropallo@ashland.or.us](mailto:patrick.oropallo@ashland.or.us)





# Oak Knoll Golf Course

## Tournament Menu

3070 Highway 66

Ashland OR 97520

541.482.4311 [oakknollgolf.org](http://oakknollgolf.org)



# Morning Starters

## Morning Starters

Minimum Purchase Two Dozen

### Healthy Start

Per Person \$6

Minimum One Dozen

A delicious combination of layered granola, yogurt and fresh fruit served in a cup.

### Continental

Per Person \$6

Minimum One Dozen

An assortment of delectable donuts, pastries & fresh fruit served with coffee and hot tea.

### Breakfast Burrito

Per Person \$7

Minimum One Dozen

Warm flour tortilla filled with scrambled egg, cheese, sausage, potatoes and mild salsa, ole!

Pricing Subject to 20% Service Charge



# Display Appetizers

## Displays

Minimum Purchase Two Dozen

### Vegetable Crudites

Per Person \$6

Minimum One Dozen

Fresh raw seasonal vegetables are sliced and attractively displayed. Crudites served with two dressings including ranch and balsamic vinaigrette.

### Grilled Vegetable

Per Person \$6

Minimum One Dozen

An assortment of marinated grilled vegetables served with a basil & garlic aioli.

### Seasonal Fruit

Per Person \$7

Minimum One Dozen

Sliced fresh seasonal fruit served with strawberry whipped topping.

### Grizzly Peak Bounty

Per Person \$10

Minimum Two Dozen

Grilled vegetables, marinated olives, marinated tomato, fresh vegetables, coto salami, pepperoni, assorted cheeses and crackers

Pricing Subject to 20% Service Charge



# Appetizers

## Appetizers

Minimum Purchase Two Dozen Appetizers

### Antipasto Skewer

Per Dozen \$20

Tomato, artichoke hearts, mozzarella, olives & salami.

### Confit Mushroom Crostini

Per Person \$20

Minimum One Dozen

Grilled baguette topped with confit mushroom and herbed cheese.

### Margherita Crostini

Per Person \$20

Minimum One Dozen

Grilled baguette topped fresh basil, fresh mozzarella, roma tomato and balsamic glaze.

### Swedish Meatballs

Per Person \$20

Minimum One Dozen

Pork and beef meatballs in a creamy mushroom sauce.

### Pork Potstickers

Per Person \$20

Minimum One Dozen

Pork, garlic ginger in dumpling wrapper drizzled with sweet soy dressing.

Pricing Subject to 20% Service Charge



# Specialty Additions

## Specialties

Minimum Purchase Two Dozen

### Chocolate Fountain

Per Dozen \$40

Decadent milk chocolate fountain. Served with fresh seasonal fruits, marshmallows and pretzels & more. Deeelicious!

### Sundae Bar

Per Person \$8

Choice of chocolate, vanilla or strawberry ice cream served with assorted candy, toppings and syrups!

### Soda Float Bar

Per Person \$8

Assorted sodas and vanilla ice cream served with whipped cream and toppings.

Pricing Subject to 20% Service Charge



# Boxed Lunch

## For the Turn

Minimum Purchase Two Dozen

### Grizzly Wrap

Per Person \$12

Romaine lettuce, turkey, Parmesan and Caesar dressing wrapped up in spinach and herb tortilla.

Served with a bag of chips and cookie or fruit.

### Southwest Wrap

Per Person \$12

Romaine lettuce, turkey, pepper jack, roasted pepper & chipotle ranch dressing

Served with a bag of chips and cookie or fruit.

### Deli Sandwich

Per Person \$12

Select bread with choice of turkey, ham or roast beef.

American cheese served with lettuce, tomato, onion & pickle.

Served with assorted chips and cookie or fruit.

### Roasted Vegetable Baguette

Per Person \$12

Sliced baguette smeared with herb goat cheese atop roasted eggplant, red pepper & onion. Served with assorted chips.

Pricing Subject to 20% Service Charge



# Our Team



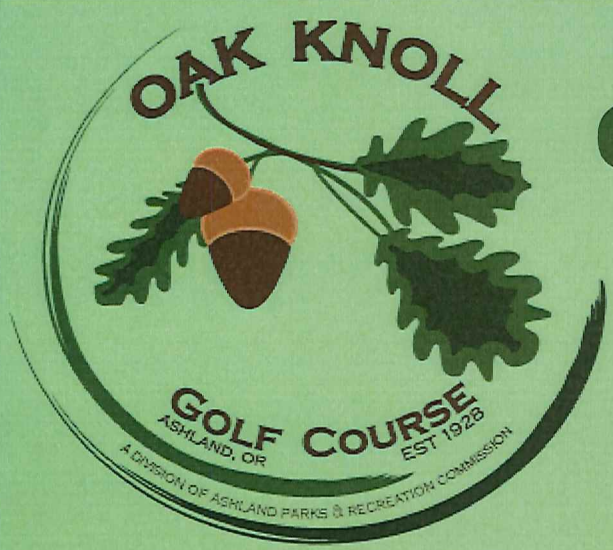
**Patrick Oropallo, PGA**

Golf Course Manager & Sales Manager  
Mobile 541.951.0063    Office 541.482.4311  
[patrick.oropallo@ashland.or.us](mailto:patrick.oropallo@ashland.or.us)



3070 Highway 66 Ashland, OR 97520





# Oak Knoll Golf Course

## Event Menu

3070 Highway 66

Ashland OR 97520

541.482.4311 [oakknollgolf.org](http://oakknollgolf.org)



# GOLF CART RENTAL AGREEMENT

Day: \_\_\_\_\_ Date: \_\_\_\_\_

- No more than two persons and golf bags may be allowed on this cart at any time.
- Operators under 18 years of age and those without a valid driver's license are not permitted the use of a cart at any time.
- Maintain a firm grip on the steering wheel at all times. Drive carefully. Do not spin wheels.
- Parking brake should be set before leaving cart.
- The course reserves the right to refuse the use of this cart to any person not following these and other posted rules without refunding fee.

I HEREBY AGREE TO PAY FOR ANY DAMAGES THAT ARE SUSTAINED TO THE ABOVE GOLF CART WHILE IN MY POSSESSION AND ASSUME ALL RISK OF OPERATING THE CART. I REPRESENT THAT I AM FAMILIAR WITH THE OPERATION AND USE OF SAID GOLF CART, THAT I CAN OPERATE AND CONTROL SAME, AND WILL FOLLOW ALL CART OPERATION RULES. I PROMISE AND FURTHER AGREE TO INDEMNIFY AND HOLD LESSOR, ITS ASSIGNEE AND THE GOLF COURSE FREE AND HARMLESS FROM ANY DAMAGE OR CLAIMS OF ANY NATURE WHATSOEVER THAT MAY ARISE FROM OR THROUGH THE USE OF SAID CART.

## THIS IS A RELEASE. PLEASE READ BEFORE SIGNING.

|     |                    |            |          |        |              |
|-----|--------------------|------------|----------|--------|--------------|
| 1.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 2.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 3.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 4.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 5.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 6.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 7.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 8.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 9.  | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 10. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 11. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 12. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 13. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 14. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |
| 15. | _____              | _____      | _____    | _____  | _____        |
|     | Customer Signature | Print Name | Tee Time | Cart # | Phone Number |





# Book Money Tracking



## Legend

|                         |           |           |           |
|-------------------------|-----------|-----------|-----------|
| Greens Fees             | <b>GF</b> | Beer      | <b>B</b>  |
| Cart Fees               | <b>CF</b> | Wine      | <b>W</b>  |
| Range Fees              | <b>RF</b> | Food      | <b>F</b>  |
| Misc Rental (Push Cart) | <b>MR</b> | Non-Alc   | <b>NA</b> |
| Equip. (Clubs, Balls)   | <b>E</b>  | Foot Golf | <b>FG</b> |
| Mens Apparel            | <b>MA</b> |           |           |
| Womens Apparel          | <b>WA</b> |           |           |
| Accessories             | <b>A</b>  |           |           |
| Shoes                   | <b>S</b>  |           |           |
| Headwear                | <b>H</b>  |           |           |

| <i>Guest Name</i>     | <i>Amount</i>             | <i>Description or Legend Code</i> | <i>Initial</i> |
|-----------------------|---------------------------|-----------------------------------|----------------|
| Mitch Barats          | \$ 5.00                   | B                                 | SD             |
| Claude Akins          | \$ 4.50                   | B                                 | SD             |
| Ken Fasnacht          | \$ 9.00                   | B                                 | SD             |
| Mitch Barats          | \$ 4.50                   | B                                 | SD             |
| Ken Fasnacht          | \$ 4.50                   | B                                 | SD             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| Clyde Brustol         | \$ 18.00                  | GF, CF                            | TW             |
| Clyde Brustol         | \$ 6.00                   | GF                                | PO             |
| JD Holt               | \$ 14.00                  | GF                                | HF             |
| Mitch Barats          | \$ 2.50                   | B                                 | HF             |
| Ken Fasnacht          | \$ 14.00                  | GF, CF                            | HF             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| Ken Fasnacht          | \$ 5.00                   | B                                 | HF             |
| Ken Fasnacht          | \$ 16.00                  | GF, B                             | HF             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| Mitch Barats          | \$ 5.00                   | CF                                | PO             |
| JD Holt               | \$ 6.00                   | CF                                | PO             |
| Claude Akins          | \$ 12.00                  | GF                                | PO             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| Mitch Barats          | \$ 2.50                   | B                                 | PO             |
| DL Richardson         | \$ 2.00                   | NA                                | HF             |
| Clyde Brustol         | \$ 29.00                  | GF, CF                            | PO             |
| Mitch Barats          | \$ 2.50                   | B                                 | TW             |
| Clyde Brustol         | \$ 18.00                  | GF                                | PO             |
| Clyde Brustol         | \$ 11.00                  | CF                                | PO             |
| John Kell             | \$ 18.00                  | GF                                | PO             |
| John Kell             | \$ 11.00                  | CF                                | PO             |
| John Clark            | \$ 11.00                  | CF                                | PO             |
| <b>Januray Totals</b> | <b>Cart Fee \$79.00</b>   |                                   |                |
| <b>Beer \$57.50</b>   | <b>Green Fee \$105.00</b> | <b>Non-Alc \$2.00</b>             |                |

# Engagement Tracker

The purpose of this engagement tracker is to quantify the number of guests and or residents who utilize Oak Knoll Golf Course for anything other than a round of golf.

## *Possible Activities*

*Below are a few possible activities that may occur at OKGC but there are probably many more! If you witness an engagement and it is not in this list please track this behavior and list the activity.*

**Leisure Walking/Running**

**Dog Walking**

**Photography**

**Putting/Chipping Practice (Sole Purpose)**

**F&B- Coffee, Beer, Wine and or Snack (Sole Purpose)**

**Instructional Class or Program (Golf or Other)**

**Private Golf Lesson**

**Bird Watching**

| <b>Date</b> | <b>Type of Activity</b>  | <b>Number of People</b> | <b>Staff Initial</b> |
|-------------|--------------------------|-------------------------|----------------------|
| 7-Jan       | Dog Walking              | 4                       | PO                   |
| 7-Jan       | Short Game Practice      | 2                       | PO                   |
| 7-Jan       | Fitness/Running          | 1                       | PO                   |
| 8-Jan       | Dog Walking              | 2                       | PO                   |
| 8-Jan       | Fitness/Running          | 1                       | PO                   |
| 8-Jan       | Gathering- Cards (OKWGC) | 7                       | PO                   |
| 9-Jan       | Short Game Practice      | 1                       | TW                   |
| 9-Jan       | Dog Walking              | 3                       | TW                   |
| 10-Jan      | Dog Walking              | 6                       | TW                   |
| 10-Jan      | Short Game Practice      | 2                       | SD                   |
| 11-Jan      | Dog Walking              | 6                       | TW                   |
| 12-Jan      | Dog Walking              | 5                       | SD                   |
| 12-Jan      | Fitness/Running          | 1                       | SD                   |
| 12-Jan      | Short Game Practice      | 3                       | SD                   |
| 13-Jan      | Dog Walking              | 4                       | TW                   |
| 13-Jan      | Fitness/Running          | 3                       | TW                   |
| 13-Jan      | Short Game Practice      | 1                       | TW                   |
| 14-Jan      | Dog Walking              | 4                       | PO                   |
| 14-Jan      | Fitness/Running          | 2                       | HF                   |
| 14-Jan      | Fitness/Running          | 1                       | HF                   |
| 15-Jan      | Dog Walking              | 2                       | HF                   |
| 15-Jan      | Fitness/Running          | 1                       | HF                   |
| 16-Jan      | Gathering                | 1                       | PO                   |
| 16-Jan      | Gathering- Cards (OKWGC) | 6                       | PO                   |
| 16-Jan      | Fitness/Running          | 1                       | HF                   |
| 16-Jan      | Fitness/Running          | 2                       | HF                   |
| 16-Jan      | Gathering                | 3                       | PO                   |
| 16-Jan      | Fitness/Running          | 2                       | PO                   |
| 16-Jan      | Dog Walking              | 2                       | HF                   |



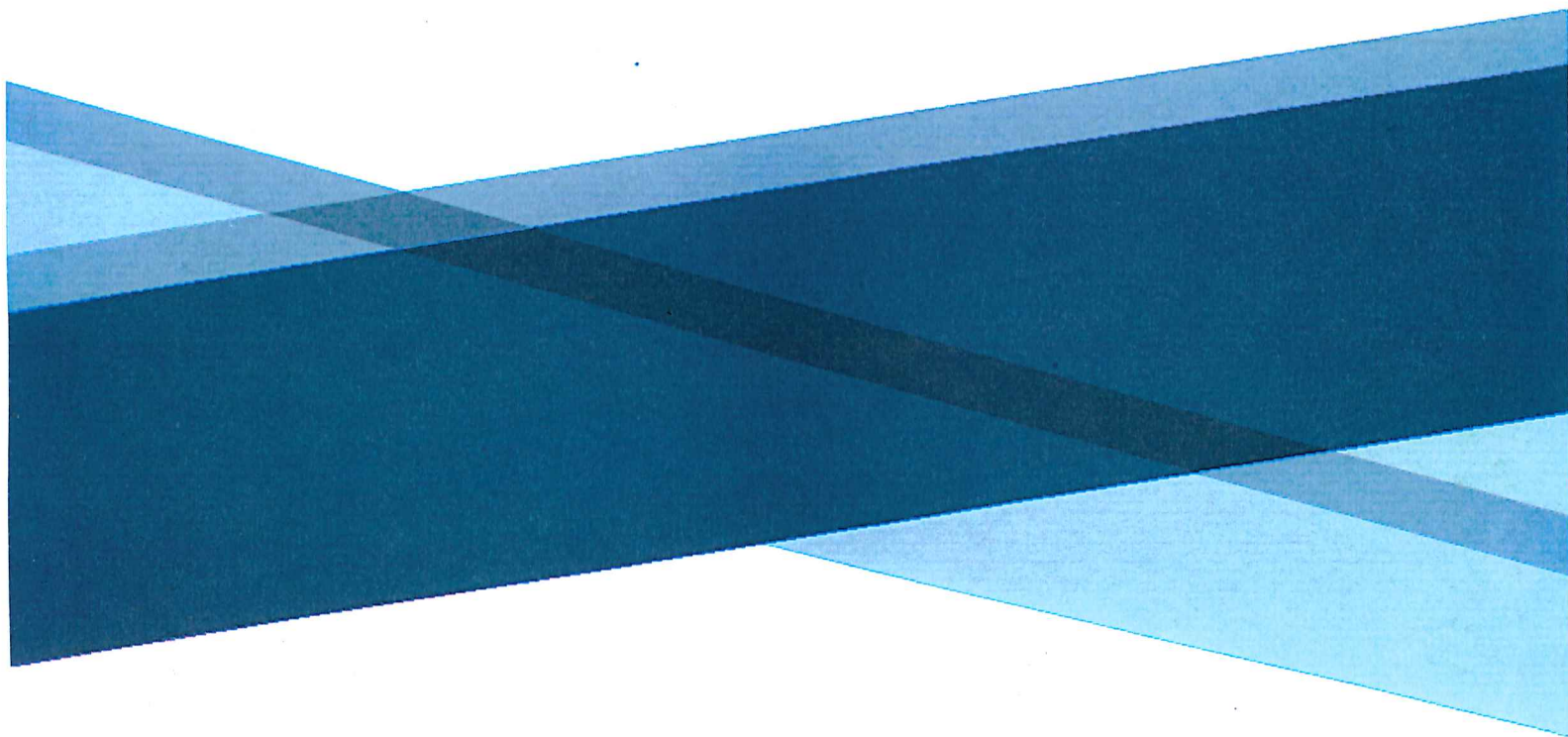


## INVESTMENT PROPOSAL

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January 9, 2019 – Oak Knoll Golf Course

PREPARED BY: Chris Witham  
EZLinks Golf Inc., 401 S. La Salle St., Chicago, IL 60605







**PROPOSED PRODUCT & SERVICE FEES**

| Item  | Inventory Exchange - Option 1                             | Cash Payment Option   |
|---|---|---|
| **EZLinks will not post any trade times before 10am and will not discount more than 45% off of the regular posted rate. | <b>TWO foursomes per day Monday - Sunday (with carts)</b> | <b>Monthly Cash Invoice - As noted below:</b>                                       |
| <b>EZLinks Tee Sheet (EZTEE Pro)</b>  | Included (unlimited user licenses)                        | \$425/month (up to 3 user licenses)   |
| - Additional ETN Licenses   | Included  | \$25/month/user   |
| <b>EZLinks Integrations &amp; Interfaces (includes 3rd Party Distribution Sites)</b>                                    | Included  | \$250/month (unlimited 3rd party integrations)                                      |
| <b>EZLinks Web Reservations (EZBOOK Pro)</b>  | Included (booking rounds through course website)          | \$250/month (unlimited booking pages, social booking, mobile website)               |
| - Revenue Management Suite (EZPRICE Pro)  | Included  | Included  |
| <b>EZEngage Marketing Services (Website and Email Marketing)</b>  | Included  | \$350/month   |
| <b>EZ720 Point of Sale (POS)</b>  | Included (unlimited users)                                | \$300/month (up to 3 users)   |
| -EZ720 Membership   | Included  | Included  |
| - Additional POS User Licenses  | Included  | \$15/month (each) or \$250/month unlimited  |
| - Business Intelligence Reporting (EZINTEL)   | Included  | \$50/month  |
| - Accounting Software Integration   | Included  | Included  |
| <b>24/7/365 EZLinks Product &amp; Technical Support (Including all Upgrades)</b>  | Included  | Included  |
| <b>Installation &amp; Training</b>  | Included (4-5 day onsite installation)                    | \$1,100/day (4-5 day onsite installation)   |
| *Proposal Is Valid for 90 days from date of letter.   |   | <b>Estimated Year 1 Cost = \$24,400</b><br><b>Estimated Year 2+ Cost = \$18,900</b> |

**All Revenue**  
Total Revenue

| Original Estimated Revenue | Revised Estimated Revenue | Actual YTD Revenue | Actual MTD Revenue | Encumbrances | Remaining Revenue | % Collected | Actual YTD + Jan-Jun Forecast |
|----------------------------|---------------------------|--------------------|--------------------|--------------|-------------------|-------------|-------------------------------|
| \$ 310,200.00              | \$ 385,669.00             | \$ 113,583.46      | \$ 10,153.50       | \$ -         | \$ 272,085.54     | 29.5%       | \$ 220,744.35                 |

**Salaries & Wages**  
Total Salaries & Wages

| Original Appropriation | Revised Budget | YTD Expended  | MTD Expended | Encumbrances | Available Budget | % Used | Actual YTD + Jan-Jun Forecast |
|------------------------|----------------|---------------|--------------|--------------|------------------|--------|-------------------------------|
| \$ 255,610.00          | \$ 281,246.00  | \$ 120,361.06 | \$ 15,995.52 | \$ -         | \$ 160,884.84    | 42.8%  | \$ 272,808.62                 |

**Fringe Benefits**  
Total Fringe Benefits

|               |               |              |              |      |               |       |               |
|---------------|---------------|--------------|--------------|------|---------------|-------|---------------|
| \$ 174,284.00 | \$ 201,821.00 | \$ 82,516.26 | \$ 10,686.94 | \$ - | \$ 119,305.23 | 40.9% | \$ 195,766.37 |
|---------------|---------------|--------------|--------------|------|---------------|-------|---------------|

**Other Expenses**  
Total Other Expenses

|               |               |              |             |             |               |       |               |
|---------------|---------------|--------------|-------------|-------------|---------------|-------|---------------|
| \$ 158,656.00 | \$ 177,912.00 | \$ 74,219.34 | \$ 5,977.73 | \$ 3,036.84 | \$ 100,655.79 | 41.7% | \$ 164,650.13 |
|---------------|---------------|--------------|-------------|-------------|---------------|-------|---------------|

**Total All Expenses**

|               |               |               |              |             |               |       |               |
|---------------|---------------|---------------|--------------|-------------|---------------|-------|---------------|
| \$ 588,550.00 | \$ 660,979.00 | \$ 277,096.66 | \$ 32,660.19 | \$ 3,036.84 | \$ 380,845.86 | 41.9% | \$ 633,225.12 |
|---------------|---------------|---------------|--------------|-------------|---------------|-------|---------------|

|                                |               |
|--------------------------------|---------------|
| Original Estimated Revenue     | \$ 310,200.00 |
| Original Expense Appropriation | \$ 588,550.00 |
| Original Cost Recovery %       | 52.7%         |

|                               |               |
|-------------------------------|---------------|
| Revised Estimated Revenue     | \$ 385,669.00 |
| Revised Expense Appropriation | \$ 660,979.00 |
| Revised Cost Recovery %       | 58.3%         |

Tracking behind revised revenue due to fewer rounds in July & August 2018.

|                            |               |
|----------------------------|---------------|
| Actual YTD Revenue         | \$ 113,583.46 |
| Actual YTD Expended        | \$ 277,096.66 |
| Actual YTD Cost Recovery % | 41.0%         |

Cost recovery is better than forecast due to expense freeze in off season.

|                            |               |
|----------------------------|---------------|
| Forecasted Revenue         | \$ 220,744.35 |
| Forecasted Expense         | \$ 633,225.12 |
| Forecasted Cost Recovery % | 34.9%         |

Based on historical revenue overage plus 3% growth assumption.  
97% of revised budget payroll expense plus manual other expense entry.

|                             |               |
|-----------------------------|---------------|
| Forecast Revenue (Adjusted) | \$ 238,403.90 |
| Forecast Expense (Adjusted) | \$ 474,918.84 |
| Forecast Cost Recovery %    | 50%           |

Revenue is possible with increase in event/tournament sales.  
Adjusted expense structure not realistic.