



PROS Advisory Board Report
September 2014
Mike Watson, PGA General Manager

Monthly Highlights:

Davita Company held their annual corporate party in September.

MISD Boys and Girls Tourneys were completed

Cornerstone Christian Academy annual golf program fund raiser held

Green aeration project was completed

Fall pre-emergent fertilizer application completed

• Events:

The Davita Company hosted their annual company get together at Oak Hollow in September. Over 200 employees were in attendance. Our event staff was responsible for the dinner, dessert and beverages. The event was held from 6:30 p.m. to 10:30 p.m. This generated over 4K in revenue for event and catering services.

Both MISD Boys and Girls events were held in September. Each fall and spring the MISD schools and Oak Hollow host a Junior Varsity event the girls and boys respectively. On average over 150 kids come and play. Schools travel from far away as Wichita Falls to participate. Rumor has it that the coaches like the BBQ and are willing to make the drive for their team to participate!

The OHTPA held its annual Tour Championship in September. This is an individual 36 hole event using handicaps. The event was flighted after the first round. After tourney completion, the players enjoyed ribs, chicken, and sausage. 50 players were in attendance and a good time held by all.

Oak Hollow partnered with Cornerstone Christian Academy to raise close to 5K for their spring golf season. CCA considers Oak Hollow its' home venue during the year. Each spring they also hold a student golf event hosting schools from around the metroplex.

Food and Beverage:

September 2014 Sales \$ 15,650 (21% of total revenue for the month w/ catering)
September 2014 Events and Catering: \$ 4,500
September 2013 \$ 17,900

Merchandise:

September 2014 Sales \$ 10,600
September 2013 \$ 12,500

Miscellaneous:

- September 2014 revenue is \$94,700
- Average for the month is \$ 92K
- September 2013 revenue was \$97,500
- 30 days of operation, compared with 30 days in 2013

Maintenance Programs:

- Green Aeration complete
- Fall Pre-emergent application complete

Golf Course Programs:

- Fall Avid Golfer Program in progress
- Get Golf Ready Reality classes continue – 30 + Fall participants
- Fall Tournament Season in full swing

Completed Events:

- 9/9 Tuesday Night Scramble ends – 50 + players
- 9/13-9/14 T&T 2-person Scramble – 100 players
- 9/17 MISD Boys Oak Hollow BBQ Tourney – 100 players
- 9/20 Cornerstone Christian Golf Fundraiser – 100 players
- 9/13-9/14 T&T 2-person Scramble – 100 players
- 9/24 MISD Girls Oak Hollow BBQ Tourney – 70 players
- 9/27-9/28 OHTPA Tour Championship – 40 players
- 9/27 DIVATA Company Birthday Party – 200 attendees

Upcoming Events:

- 10/4 Presbyterian Church – 50 + players
- 10/9 Joe Ingram Family Party – 25 attendees
- 10/17 ATT Pioneers – 100 players
- 10/18 OHTPA One person Scramble – 50 players
- 10/19 Get Golf Ready Scramble – 50 players
- 10/20 McKinney Firefighters Assoc. – 70 players
- 10/21 Roy Delao Golf Outing– 40 players
- 10/23 Dirty Dozen – 40 players
- 10/24 Birdies for Brochu – 40 players