



2020 YEAR-END MGO REPORT

In April 2020 we sat on a zoom call discussing options to pro-rate memberships if we were not able to open. There was a lot of doubt over when, or if we would have a golf season. On May 15th, when we were permitted to open, our course was still very wet and unplayable. We opened for the season on May 17th, 2020 under very strict restrictions and lots of risk. Our pro shop was closed to members and guests until restrictions changed on June 5th. We got very creative in selling goods from the shop during this time. We operated on a very limited staff the first few weeks and it was all hands-on deck. Myself, Kim, Blake, and Mark were running off our feet daily trying to follow COVID restrictions and meet the demands of a golf boom.

We were members only until June 1st to allow us time to adjust to the new way of operating and get a good system in place. On June 1st, we added Kyle, Joey, and Craig to the staff to help meet the demands. Basically, every Friday from May 17th, to July 17th, we had to adjust our daily operations based on new guidelines. This was very stressful on our staff and we had a great line of communication and rapport to stay up to date on daily operations. Fast forward to now, and we had the busiest golf season maybe in the history of Antigonish Golf Club. I can't attest to the other 93 years, but I doubt there was a year with close to 40,000 rounds of golf played.

On top of the challenges of keeping up with the daily demand, our staff juggled the constant struggles with poor internet service. There were several days we were without the internet and when your POS is cloud based, it makes things very difficult to do without the internet. Our staff this year overcame many obstacles to provide an excellent service to our members and guests. They all deserve a special thank you from myself, the board of directors, and our members for making the best of a challenging season.

ROUNDS PLAYED

Our rounds played in October was 4,865 which is up almost 2000 rounds from last October. This brings our yearly total to 39,000 rounds of golf played! Incredible numbers which amounts for 15,000 more rounds played than in 2019.

In the latest NCGOA rounds played report, Atlantic Canada has a 19.8% increase in rounds played this year. At the AGC, we had a 62.5% increase in rounds played.

Course opened for play on May 17th, and the last day of play was November 1st. We lost a total of three days to in climate weather: September 22nd, October 9th and 30th.

TOURNAMENTS

We were the first club in Atlantic Canada to host a tournament this year and it was a huge success. The inaugural Provincial Prep Antigonish Invitational saw over 100 of the top amateur golfers in our province compete over 36 holes. Our very own Joey Irvin was the winner!

Corporate events were a challenge to host this year due the restrictions, but 5 months ago we were not sure we were going to be able to have any. I believe that because of the uncertainty, and the fact we were able to host the events we did, makes this a successful year for corporate events as we made the best of what we had to work with. Our standard rate per player in all non-member events this year was \$80 per person. This included Green Fee (\$50), Cart fee per seat (\$25), and corkage fee (\$5). This is up \$6 per person from 2019 and will continue to be this rate in 2021.

2020 Non-member/Corporate Events

June 27-28: AGC Invitational

July 18: Antigonish Jr B. Bulldogs

July 24: Father Kehoe Tournament

August 1: St. Andrews Classic (Cancelled)

August 1-2: MacDonald Chrysler Antigonish Shootout

August 16: Allan "Crash" MacLellan Memorial Golf Scramble

August 21: Bonvie MacDonald Rinks to Links

August 29-30: Member Club Championship

September 11: Chip-in for St. Martha's Tournament

September 12: IWK Log-a-load for Kids Tournament (Cancelled)

September 18: High-Crest Senior Open

September 19: X-Men Hockey Tournament (Cancelled)

September 25: Chamber of Commerce

September 26: LBK Classic

Member events saw participation numbers increase across the board! I will let the Match Committee report outline the success member events this year.

POWER CART REVENUE

Even though our power carts saw more use this year than any year in the past, our power cart revenue did not see the expected increase you would expect. There are a few key factors that contributed to this:

1. **Single rider carts until June 17th.** The first 31 days of the season we were only permitted to have one rider per cart.
2. **Green Fee traffic down.** Due to less green fee players, our green fee cart revenue was down from previous years.
3. **Cart members played more golf.** Our members with cart memberships played more often this season, which tied up carts daily from the hours of 8:30am to 12pm. This was leaving limited carts available for rental from 11:30 - 1:30pm almost daily.

GREEN FEE REVENUE

Our 2020 Green Fee revenue was down \$10,696.27 this year. We put our members first in 2020 and due to the limited available tee times, we had less green fees. It was great to see guests fill the open tee times daily and several people that typically just pay for green fees ended up joining as members this year.

The NGCOA reported that Atlantic Canada was the only region to see revenue down over a 5 year average. This is predominantly due to member play significantly increased and the lack of travelling due to the Atlantic bubble.

PRO SHOP SALES

We received great news the other day, Antigonish Golf Club has finished #1 in sales for Taylormade products in Atlantic Canada (green grass accounts). This is a huge accomplishment considering prior to this year the club only sold about \$1,500 a year in Taylormade products. In a typical year, this would mean myself and another staff member would get an all expenses trip to "The Kingdom", Taylormade's Headquarters in Carlsbad, California. Due to COVID, this trip will not happen so Taylormade is giving our staff members some extra perks next season!

Our pro shop sales this year were \$149,098.02. This might have been the best year ever revenue wise in the shop. The massive increase in hard good sales was the main factor to this growth. When hard good sales make up almost half our annual sales, our margins take a hit as they do not have the same profit margins as soft goods. So instead of looking at the margins being down overall, look at the fact we have grown significantly in the hard goods category and **our members and guests are buying from US**, not GolfTown or online, but the Antigonish Golf Club Pro Shop!

In 2020, we made a total profit of \$32,850 (22.03% profit margin) in pro shop sales.

DRIVING RANGE

The driving range revenue for the year was \$16,117.08. Down \$3,104.72 from last year.

Why? Up until July 3rd, we were limited on our driving range usage as everyone had to book a time and we could only have a maximum of 6 people. This hurt our driving range membership sales as well, as our overall traffic starting off the year was limited. Golfers were also only permitted 15 minutes prior to their tee time for the majority of the season. The driving range was very busy all summer long and I believe this was the weakest part of the business in 2020. One of the reasons we struggled to offer a better service on the range this year is because we had a limited amount of range balls in the rotation. Hundreds of balls everyday would get hit into the field or woods and make it difficult for recovery. Our backshop staff was usually tied up turning carts over to get them back on the course or washing all 45 carts every evening to recover the balls from the field and woods on a regular basis. We are looking to clean up the woods this winter and recover as many balls as possible and make the areas more accessible for golf ball recovery next year.

CLUB RENTALS

Club rentals were not permitted until July 3rd. With green fee traffic and participation numbers down in non-member and corporate events, our club rental revenue was down significantly this season.

BEVERAGE CART SALES

Our beverage cart sales were up \$13,976.29. This was accomplished with wages only being up \$1650.10. The girls had an awesome year on the cart!

BAR SALES

Bar sales were 100% sold out of the pro shop this season and our lounge was closed, so comparing these numbers to previous years doesn't make much sense. I think the fact we sold \$28,969.71 out of the proshop, while not paying someone to work the bar full time, was a successful year in beverage sales under the circumstances.

Our margins dropped on beer sales a bit as in June, there was a can shortage and we could no longer purchase 36 packs of beer the rest of the season. This is the difference of an extra 40-50 cents more per can because we had to buy 12 and 15 packs.

CANTEEN SALES

Our canteen sales were up \$3998.22 this year. This is another testament to the requirement of having the bar/canteen open 12 hours a day like in previous years. If there is one thing we can take from this year, it's how we can operate our food and beverage moving forward in shoulder seasons and off peak hours in the summer months to make it more profitable.

SOCIAL MEDIA

We accomplished something on Facebook in October that many people and businesses strive for and never achieve. We surpassed ONE MILLION views on the images of the first snowfall! This was incredible PR for the club and we took full advantage of it. I had several interviews with news outlets all across the country! There is no better advertising than the free kind that reaches over a million people!

I would like to thank the board of directors for your continued support of the club. You all have spent countless hours volunteering your time, to make the AGC a better place and you all deserve a pat on the back!

Thank you,

Brian Affleck

Manager of Golf Operations
Antigonish Golf Club