

All
Member
Meeting

June 9,
2022



EST. 1922

Welcome and Agenda

K. Clark

- Strategic Plan Updates 2022-2024 (J. Frazier)
- Golf Operations/Metrics (J. Gilbert)
- Golf Course Maintenance (C. Groene)
- Recreation Review (R. Greathouse)
- Upcoming Social Events (K. Clark)
- Member Guide (J. Frazier)
- Centennial Events (J. Frazier)
 - Commemorative Brick Project (M. Hromodka)
 - Time Capsule (J. Rutherford)
- Capstone/Membership Updates (L. Mitzman)
- Quarterly Financial Update (L. Mitzman)
- Q&A

BCC Strategic
Plan:
2022-2024

Vision: Broadmoor Country Club is the first choice in the greater Indianapolis area for its classic Donald Ross golf course, broad range of family-friendly amenities, opportunities to build social relationships, and vibrant and engaged membership.

Strategic Initiatives

Long-Term Financial Stability:

- Developed and tracking annual budget.
- Budgets created and being tracked for all departments.
- Adopted policy of annual balanced budget.
- Developed metrics to track progress

Communication Plan:

- Streamlining communication platforms and reviewing new options
- Increased communication to members

Facilities and Amenities:

- Prioritized facility maintenance and capital needs
- Developing vision for additional improvements: pool, patio, entrances, parking lots

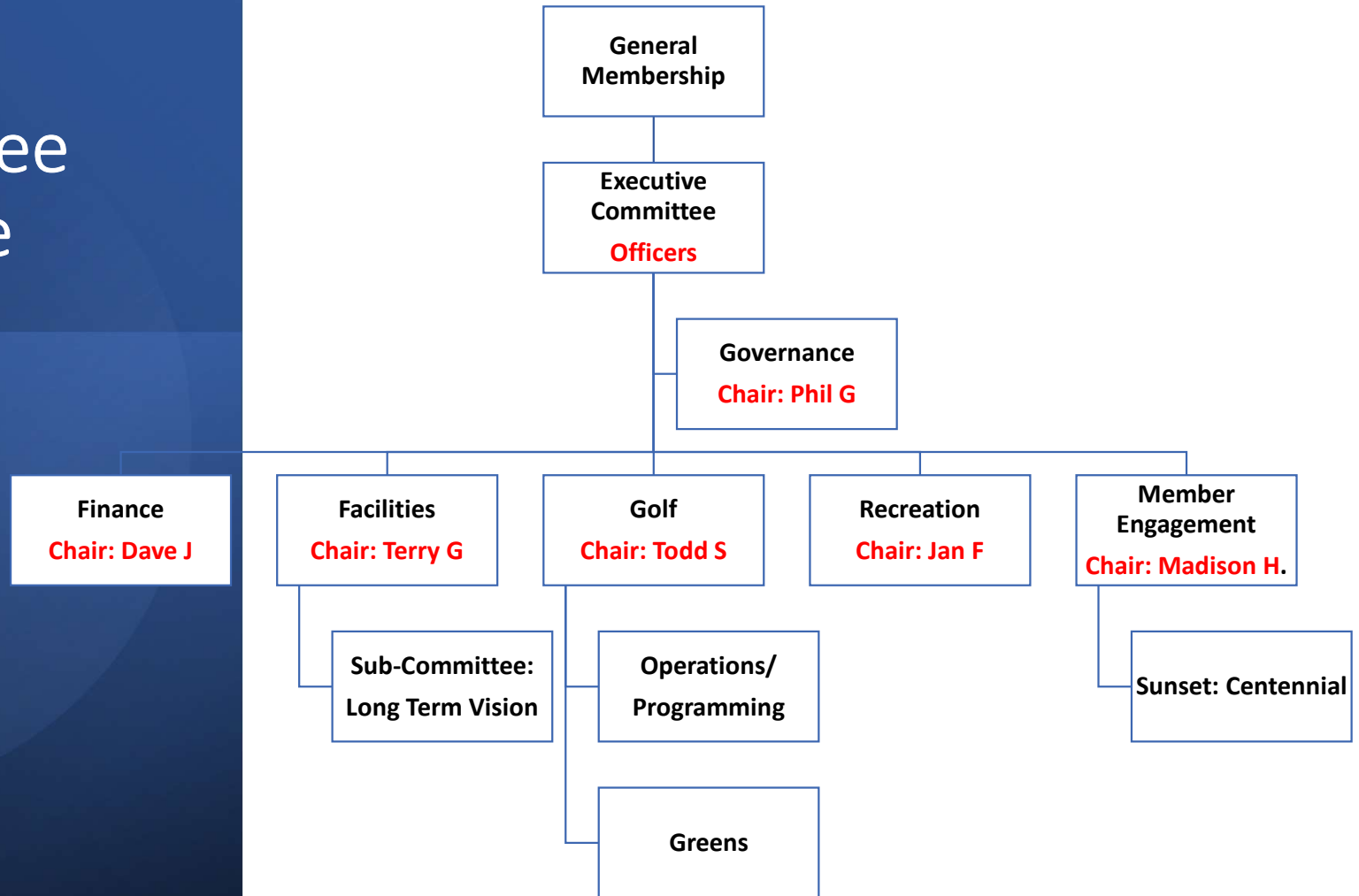
Club Experience:

- Defined membership categories to increase equity.
- Developed new Member Guide.
- Increasing events and activities to promote use of the club

Staff Retention:

- Developed staffing model
- Weekly leadership team meetings
- Promoted Jasem to Assistant Restaurant Manager
- Hired new Events Director, Logan Young

Committee Structure



Golf Operations

Head Golf
Professional

James Gilbert

- **2,991 Rounds Played to Date / Projected To Do 13,750 Total**
- **Much Rain April 1st – Mid May, 25 Days With No Cart Activity**
- **Staffing & Staff Training**
- **Handicap Committee Created**
- **Junior Golf**
 - Junior Golf Camp Dates
 - Next Level Instruction
 - Ladies “Sips & Swings” \$99 June 23, June 30 & July 7
 - Men’s Bounce & Bourbon Clinic Date tbd
Includes Short Game Clinic, Wedge Fitting, Free Wedge, Bourbon Tasting & Bourbon Gift Certificate
- **Men’s League & Ladies League**
 - # in Men’s League: 30-50 weekly
 - # in Ladies League/Clinic: 20-30 weekly
- **Ladies Member Guest / June Herman Invitational**
- **Golf Shop Merchandise Operations**
 - May YTD Sales Up \$35k over 2021 May YTD
 - Current Inventory Level Of \$70k Wholesale
 - Ross Club Membership Still Available

Golf Course Maintenance

Chris Groene, GCSAA
Class A Superintendent
13th Season

Eric Spicer –
Assistant Superintendent
3rd Season

Bret Miller –
Equipment Manager
12th Season

- Cart Path Update
 - Completed a total of 80,000 sq. ft. of sod (8 truckloads):
 - The final 10,000 prepped and laid by the grounds crew.
 - 290 hours devoted to watering sod since installation.
 - Still need to level and roll the granite again when time allows in the upcoming weeks.
 - Tilling and final shaping of dump sites behind #8 and to the right of #14 currently on going.
 - The final stage will be fixing and shaping the site in between #11 and #16 and haul road repairs
- Bad Green Extensions are now being sodded from our nursery as 2 attempts at seed (last fall/early spring) did not establish.
- Fairway bunkers received much needed attention on Monday and Tuesday this week with the dedication of 110 labor hours to mowing, string trimming, weed removal, blowing out/raking up debris, machine spinning, and a 100% hand rake to a smooth, level surface.

How Can You Help?

Golf Course Maintenance

Chris Groene, GCSAA
Class A Superintendent
13th Season

Eric Spicer –
Assistant Superintendent
3rd Season

Bret Miller –
Equipment Manager
12th Season

- Fix Ballmarks – still 10 – 15 ballmarks on every green being repaired the next morning by the grounds crew:
 - Replace or Fill Divots
 - Rake Bunkers – Many footprints left in bunkers
 - Use cart paths only at greens and tees with all 4 tires on the path
- Labor Hours and Typical Timing of Tasks:
 - Jan – Mid-April – 400 hours/week
 - Mid-April – Mid-May – 450 hours/week
 - Mid-May – 600 hours/week
- We look to peak around 700 hours this summer until our seasonal help returns to school in August:
 - Walkmowing Greens – 14 hours
 - Rolling Greens – 3 hours
 - Course Setup (Cups and Tees) – 4.5 hours
 - Mowing Tees – 8 hours
 - Mowing and Blowing Fairways – 24 hours
 - Collar Mowing – 5 hours
 - Greenside Bunker Raking – 10 hours (same for Fairways)
- Greenside Slope Mowing/Weed eat/Bunker Cleanout/Rake – 45 hours (same for Fairways).

Summer Recreation: Tennis, Pickleball, Pool

Rob Greathouse
rgreathouse@
broadmoorcc.com

Tennis

- Junior Clinics: Tues-Thurs, June 14-July 28
- Ladies' Clinics: Tues & Thurs, 10-11:30, on-going
- Men's Clinic: Tuesday, 6-7:30, on-going
- Open Play/Doubles: Thursday, 6
- Register with Rob Greathouse
- WOODS AND WHITES, SUNDAY JUNE 12

Pickleball

- Pickleball League: mornings, 8-11
- Courts being resurfaced in June
- BCC members: sign up with Rob Greathouse

Pool

- Tuesday-Sunday, 10a-8p
- Swim lessons available
- Upcoming: Adult Swim Friday, June 24th, Dive-in Movie Saturday, June 25th
- Safety reminders

Social Events (and more!)

- **Please Welcome Logan Young, Events Manager**
- **Concerts on the Course Series (cont'd):**
 - July 23rd: The Porchmen Band
 - August 20th: Groove Essentials
- **9 and Dines:** June 17th, July 22nd
August 19th GLOW GOLF
- **Pool Parties/Dive-In Movie**
- **More Cork & Cask Club Events Coming**
- **July 4th Cookout & Flag Tournament**
- **Daddy/Daughter Dance October 1st**
- **Broadmoor Fall Festival October 15th**

CHECK THE BROADMOOR GOOGLE CALENDAR:

https://bit.ly/BCCMemberCalendar_A

Member Guide:

Key Points

Will be published annually (not a contract)

Definitions:

- Member, classifications
- Guest policies

Service Charge: split between House and Staff

Club Rules and Regulations

- Dress Code
- Member/guest behavior
- EEO/Harassment
- Zero tolerance policy

Concerns, Complaints

Centennial Plans

Monthly Centennial
Newsletter:
**BROADMOOR
MEMORIES**

June 11th: Hickory
Stick – Closest to the
Pin

June 12th: Woods and
Whites
10-11:30am

June 18th: Speakeasy
(dress like it's 1922)
Gaming, Speciality
Cocktails

June 25-26: Sr. Club
Championship (get
out your knickers)

July 9th: Dinner/Dance
(black tie optional).
Music supplied by The
Bishops.

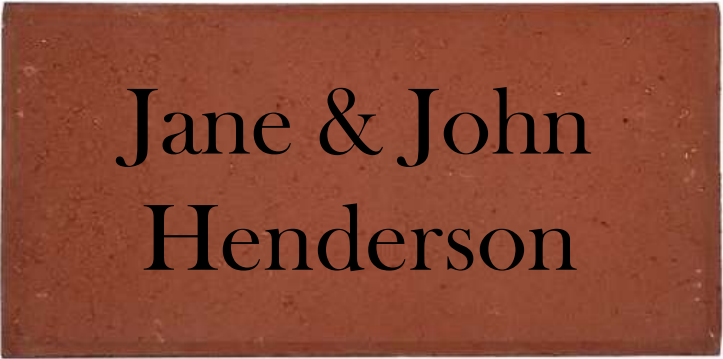
Labor Day: Brick
Memorial Dedication



EST. 1922

Commemorative Brick Project

Commemorative Brick Project



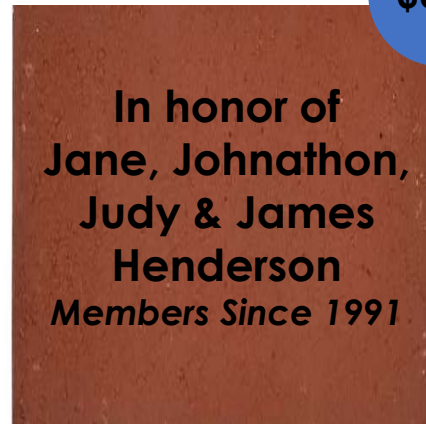
Brick Color & Size



\$250

4" x 8"

3 lines of script



\$500

8" x 8"

5 lines of script



\$1,000

12" x 12"

7 lines of script

Reasons to Be Part of This

- Leave your mark for the next generation of members.
- Honor legacy families.
- Pay tribute to a service member.
- Memorialize someone special.
- Show thanks that we made it to 100 years!



Ordering Your Bricks

Costs based on size:

- 4x4 = \$250: 3 lines of script
- 8x8 = \$500: 5 lines of script
- 12x12: \$1,000: 7 lines of script

- Easy Free Online Ordering System with Donor Website
- Orders must be in by July 1st
- **End date goal:** Labor Day Weekend



Why Not Fundraise With This Project?

- **50 4"x 8" Bricks sold @ \$250 each = \$12,500**
- Our cost is $\$19.50 \times 50 = \975
- Profit generated = \$11,525

- **50 8"x 8" Bricks sold @ \$500 each = \$25,000**
- Our cost is $\$27.50 \times 50 = \$1,375$
- Profit generated = \$23,625

- **12 12"x 12" Bricks sold @ \$1,000 each = \$12,000**
- Your cost is $\$48.50 \times 12 = \582
- Total profit generate = \$11,418

- **Less Landscape/Installation: \$26,000**

For A Potential Total Net Profit \$20,000+

- **ALL NET PROFITS WILL BE PLACED IN A GOLF SIMULATOR ACCOUNT!!**
- **Matching funds encouraged!**



Time Capsule



Let's share our historic past with future generations!

- **Another way to commemorate our history.**
- **Items due by July 8th.**
- **Time capsule ceremony July 9th before the Dinner Dance.**

Capstone Hospitality

Contract began 4/1/21.

On-site Membership Director.

Goals: Financial Stability, Max Playing Time, Waiting List

Current Membership Totals

Golf: 264

Social: 49

	2020: BCC	2021 Jan-March: BCC	2021: April-Dec: Capstone	2022 to date: Capstone	Adjusted 2022 Goals
Memberships Sold (Golf & Social)	69	12	50	15	50
Initiation Fees Sold	\$127,570	\$30,000	\$202,000	\$77,000	\$362,000
Monthly Dues Added	\$6,750	\$2,400	\$19,759	\$6,319	\$94,564

Income Statement to Date

Income	2022 Original Budget	2022 Revised Budget	2022 YTD Budget thru 4/30	2022 YTD Actual thru 4/30
Pro Shop Revenue	603,002	603,002	200,680	228,470
Pool/Tennis Revenue	18,259	18,259	9,375	11,550
Cart Revenue	110,050	110,050	2,800	6,310
F&B Revenue	828,000	828,000	105,000	127,617
Membership Revenue	2,329,006	2,026,280	780,004	673,935
Other Income	0	0	0	0
TOTAL INCOME	3,888,317	3,585,591	1,097,859	1,044,883
Total Cost of Sales	463,209	463,209	60,486	65,674
TOTAL OPERATING EXPENSE	3,064,304	3,014,515	901,216	793,396
Net Income before Other items	360,804	107,867	136,157	185,813
Other Expense	134,928	134,928	45,193	44,886
NET INCOME	225,876	(27,061)	90,964	140,927

Thank You
for Coming!

