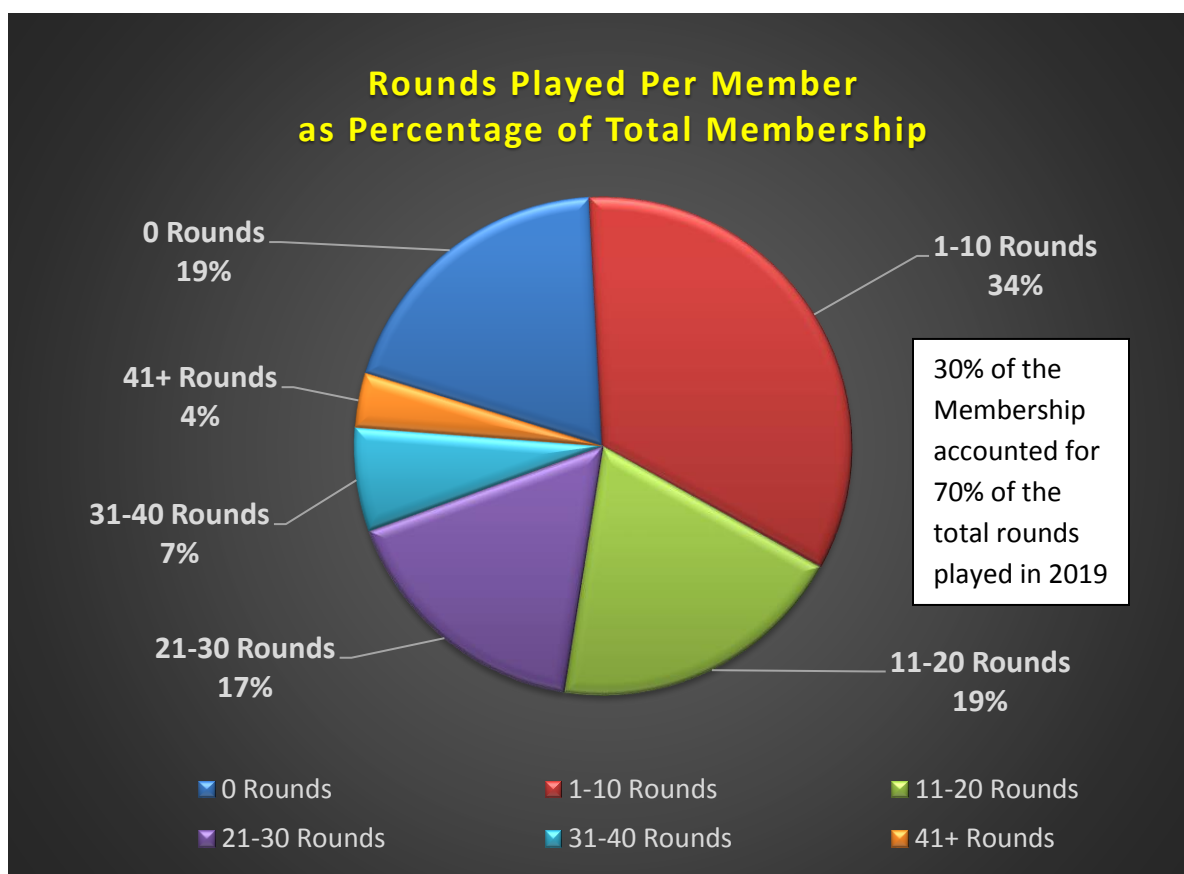




## 2019 Heron Lakes Men's Club Annual Report: Membership Information



- **Total Members – 299**  
(284 in 2018; 266 in 2017)
  - Regular Members – 120
  - Senior Members – 156
  - Exempt Members – 23
    - Board – 15
    - PGA/Pros – 3
    - Honorary – 5
- **Average Age – 53 years old**
- **Returning Members – 237 (79%)**
- **New Members – 62 (21%)**
- **Oregonians – 209 (70%)**
- **Washingtonians – 90 (30%)**
- **Civil WAOR – WA:24 / OR:34**
- **HIO Insurance Pot – 120 members**
- **Dues Paid Online – 241 of 276**
- **Total Rounds – 3716 (up 3.7% from 2018) | Average Rounds Per Member – 12**



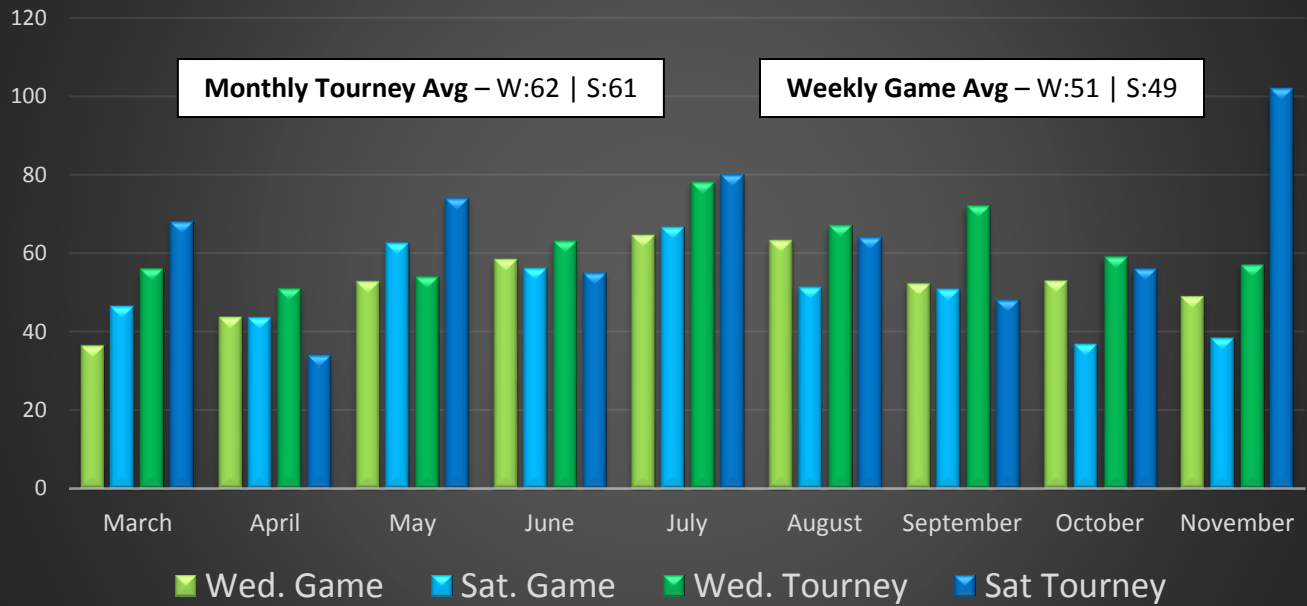
- 19% of the Membership did not participate in a single Club event in 2019. This is lower than the previous two years (22%, 24%), but still an area for improvement.
- Club “mass emails” averaged an open rate of 66%, on-par with the percentage of Members actively participating in events (70%). Members are checking emails.
- Future plans to help boost participation: Welcome/Kick-Off event, increased promotion by the Course, possible loyalty program included with membership.



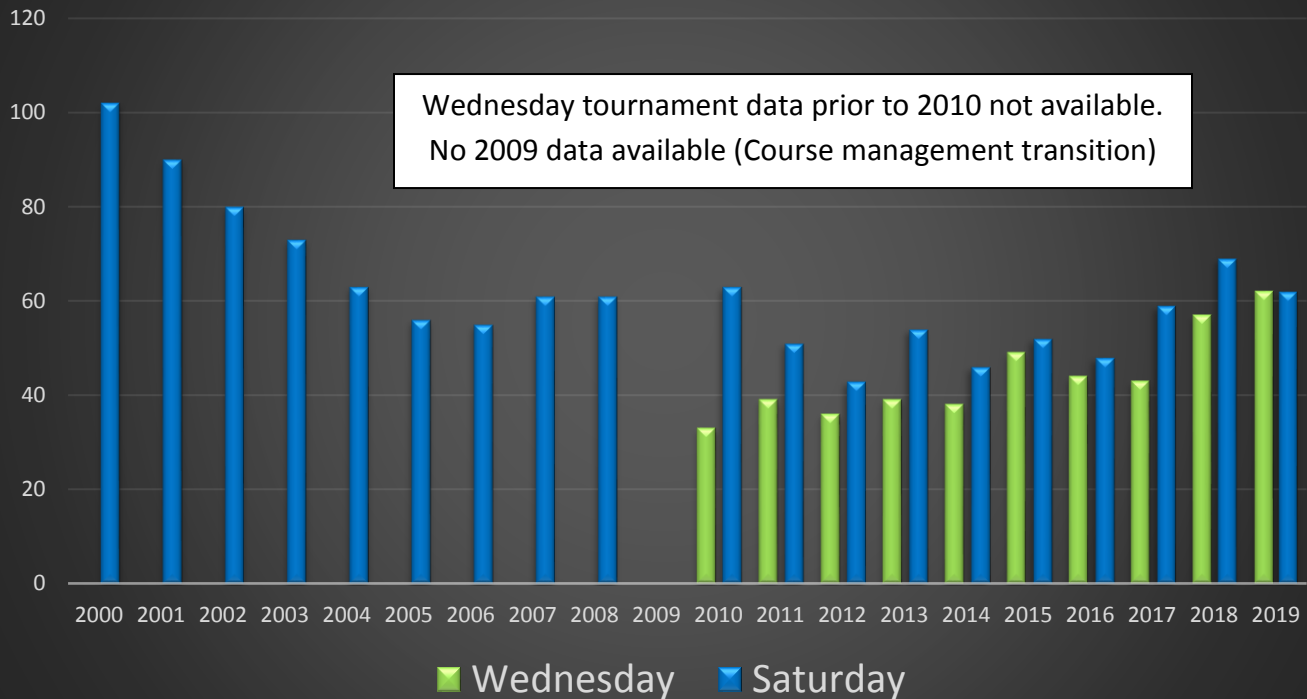
## 2019 Heron Lakes Men's Club Annual Report: Detailed Event Participation Data



### Event Participation Averages By Month/Type



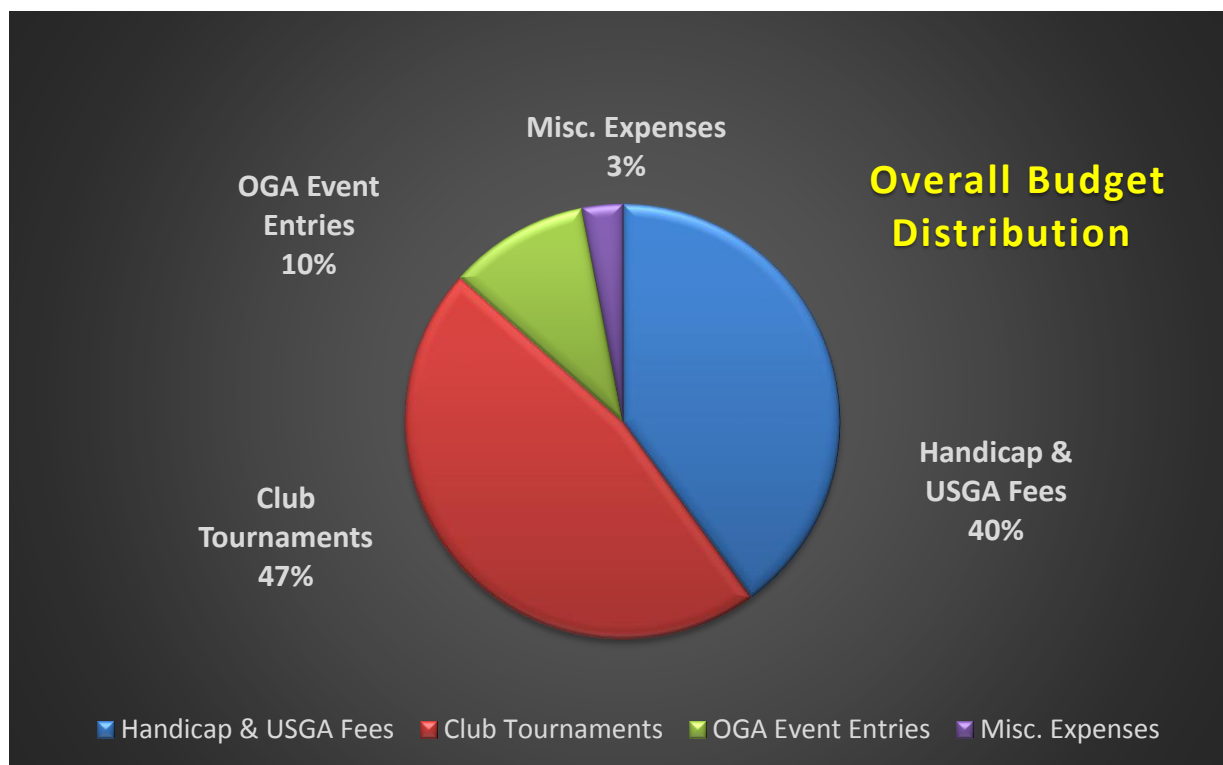
### 2000-2019 HLMC Tournament Participation Trends



- 10-year drop in Saturday tournament participation (new area courses opened, addition of Wednesday play, struggling economy, etc.); halted and reversed
- Saturday tournaments trending upwards, Wednesday tournaments becoming much more popular; Saturday weekly games dipping, but plans to revitalize



## 2019 Heron Lakes Men's Club Annual Report: Financial Summary



- **19% of Club Prize kick-ins** went towards four **season-long tournaments**, three of which were new events (Eclectics & Civil WAOR) and three (Eclectics, Points Cup) required no additional entry fee as **all members** were automatically entered. **62 members** received a prize(s) from season-long events - **20% of membership**.
- **Sat/Sun Majors** included three **2-Day events** (Best-Ball Championship, Club Championship & Member-Guest) and Turkey Shoot, accounting for 7 days of play and the **two biggest events** of the year, hence the higher proportion of funds compared to Wed. Majors. **New OGA event entries** for Seniors/Super-Seniors.