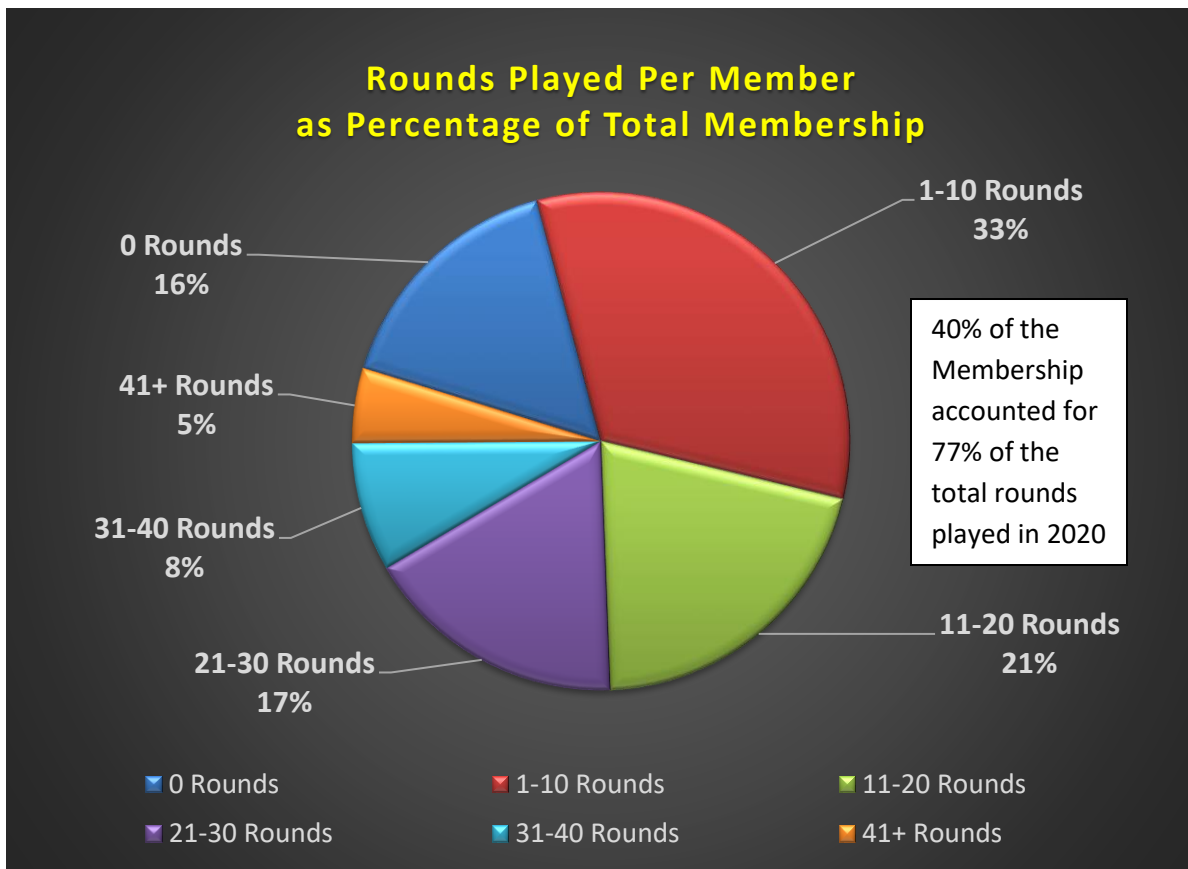




2020 Heron Lakes Men's Club Annual Report: Membership Information



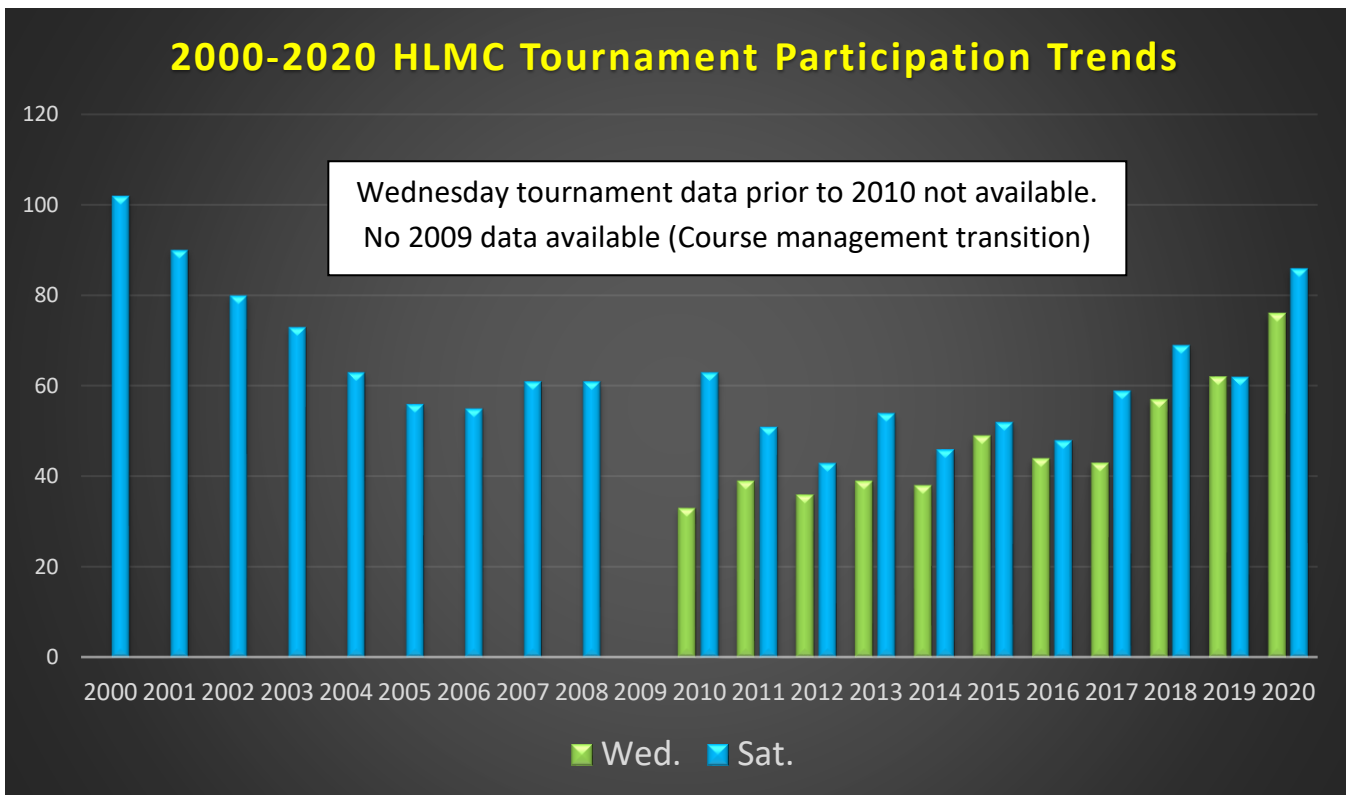
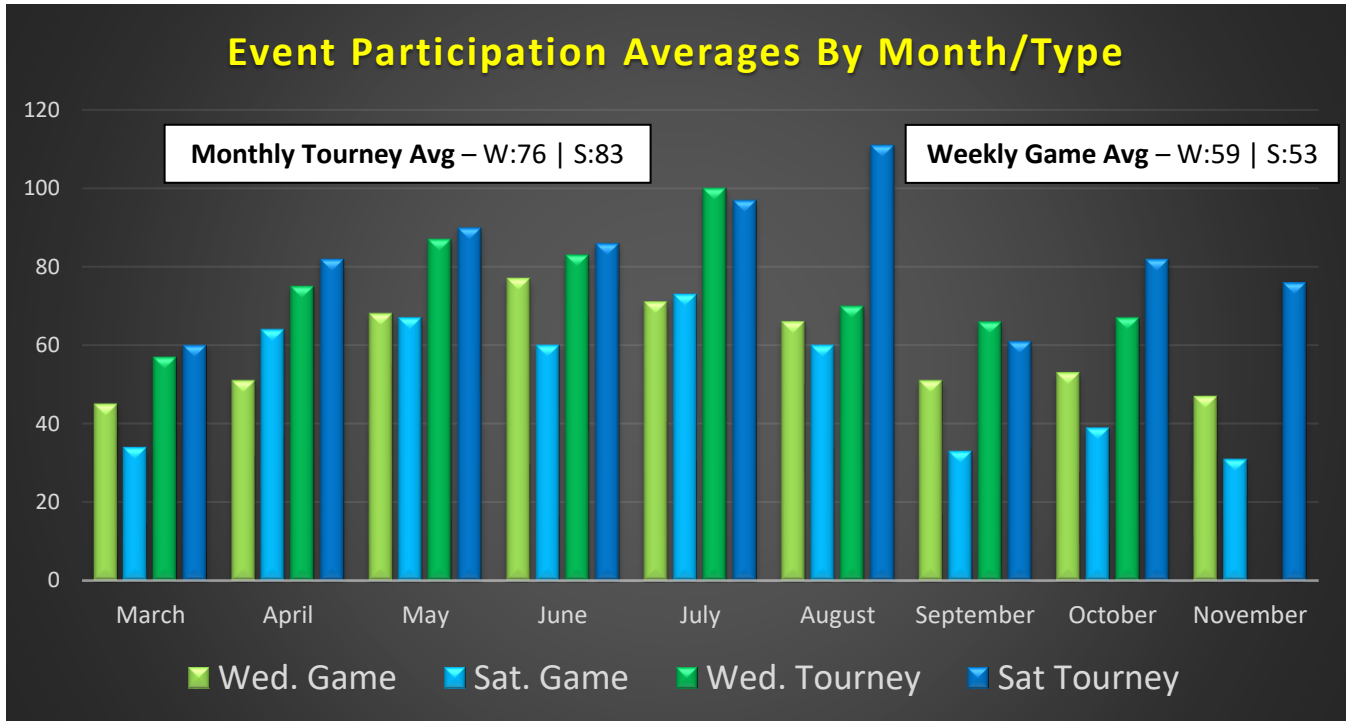
- **Total Members – 311**
(299 in 2019; 284 in 2018)
 - Regular Members – 130
 - Senior Members – 88
 - Super-Senior Members – 93
 - Board Members – 15
 - PGA/Professionals) – 3
 - Honorary Members – 5
 - **Average Age – 54 years old**
 - **Average Handicap – 9.7 index**
 - **Returning Members – 234 (75%)**
 - **New Members – 77 (25%)**
 - **Oregonians – 206 (66%)**
 - **Washingtonians – 105 (34%)**
 - **Civil WAOR – WA:20 / OR:23**
 - **HIO Insurance – 110 members**
- **Rounds – 4554; up 22% from 2019 (3716) | Average Rounds Per Member – 18**



- 16% of the Membership did not participate in a single Club event in 2020, but this is lower than the previous three years (19%, 22%, 24%); participation increasing
- Club “mass emails” averaged an open rate of 70% (up 4% from 2019)
- 22% increase in new members, 4% increase as % of total membership.
- Increase in Washingtonians as % of membership. Average member age 1 year older compared to 2019, but increased 10% in new younger members.



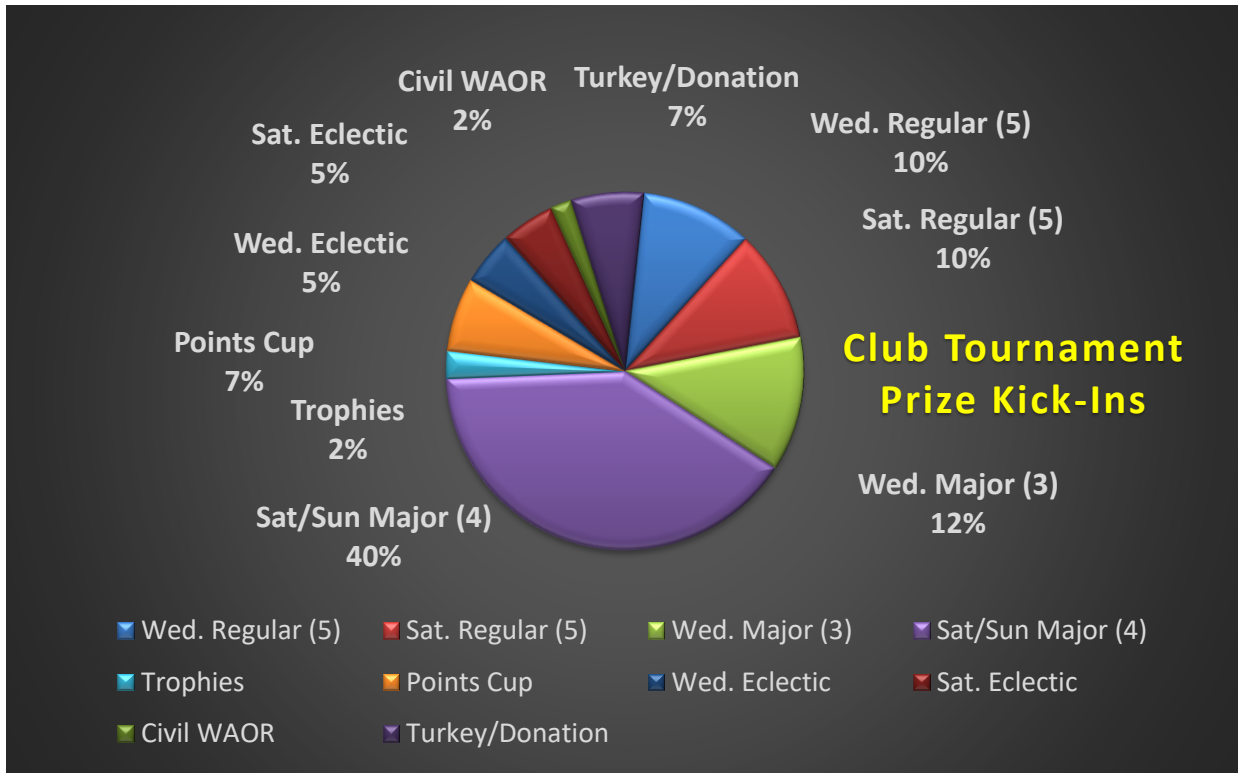
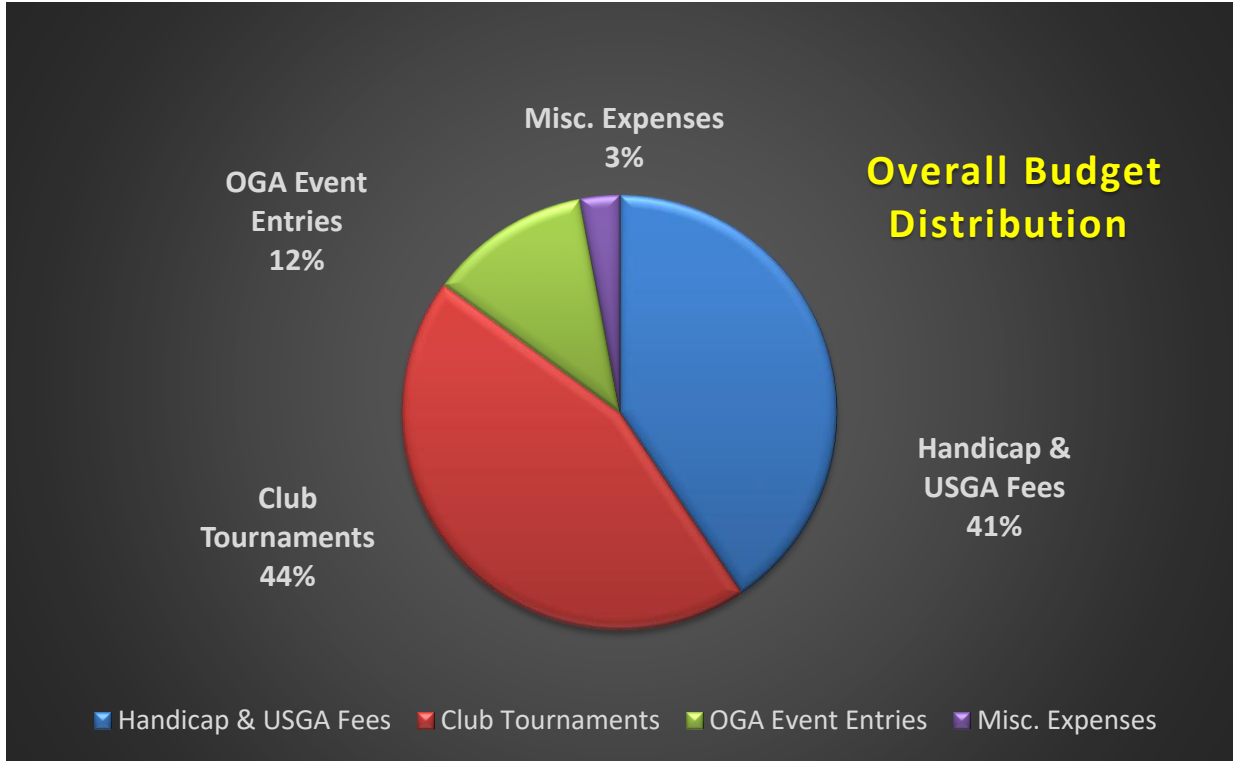
2020 Heron Lakes Men's Club Annual Report: Detailed Event Participation Data



- Huge increase in total rounds (22%), likely in part due to COVID situation
- 16% increase in Wed weekly game average, 8% increase in Sat weekly game average
- 23% increase in Wed tourney average, 36% increase in Sat tourney average
- Civil WAOR had scheduling issues; will change to a 2-Day weekend event in 2021



2020 Heron Lakes Men's Club Annual Report: Financial Summary



- **19% of Club Prize kick-ins** went towards four **season-long tournaments**, three of which required no additional entry fee as **all members** were automatically entered. **50 members** received a prize(s) from season-long events - **16% of membership**. Funds originally budgeted for turkeys were donated to local charity groups
- **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 **biggest event** of the year but more funds added to Wed majors compared to prior year. **Accounting** was vastly improved by **GolfGenius** invoicing system