



2021 Heron Lakes Men's Club Annual Report

Membership Information



Total Members – 344

(311 in 2020; 299 in 2019)

- Regular Members – 141
- Senior Members – 103
- Super-Senior Members – 100
- Board Members – 16
- PGA/Professionals – 2
- Honorary Members – 5
- Early Bird – 239 (up 26%)
- Average Age – 54 years old
- Average Handicap – 11.4 index
- Returning Members – 244 (71%)
- New Members – 100 (29%)
- Oregonians – 220 (64%)
- Washingtonians – 124 (36%)
- Average Rounds/Member – 15

Rounds – 5194; up 14% from 2020 (4554), up 24% from 2019 (4196)



- 15% of the Membership did not participate in a single Club event in 2020, but this is lower than the previous three years (16%, 19%, 22%); participation increasing
- Club “mass emails” averaged an open rate of 73% (up 3% from 2020)
- 30% increase in new members, 4% increase as % of total membership and 2% increase in Washingtonians as % of membership (compared to 2020)
- Average member age same as 2020, but 9% increase in members under age 50

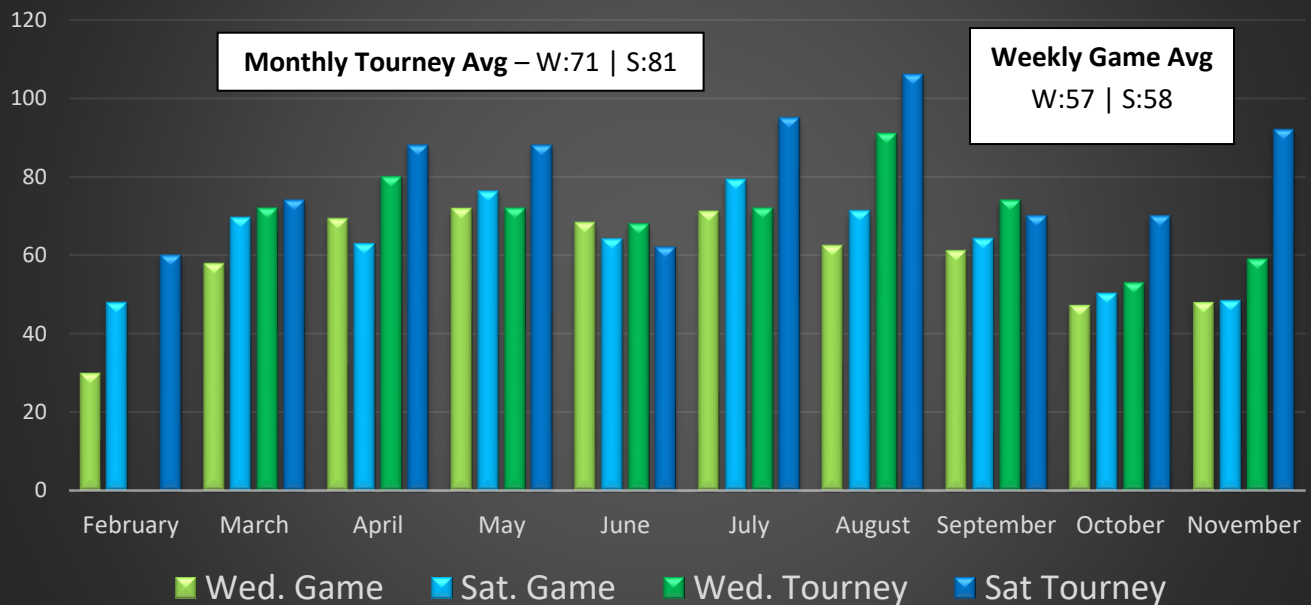


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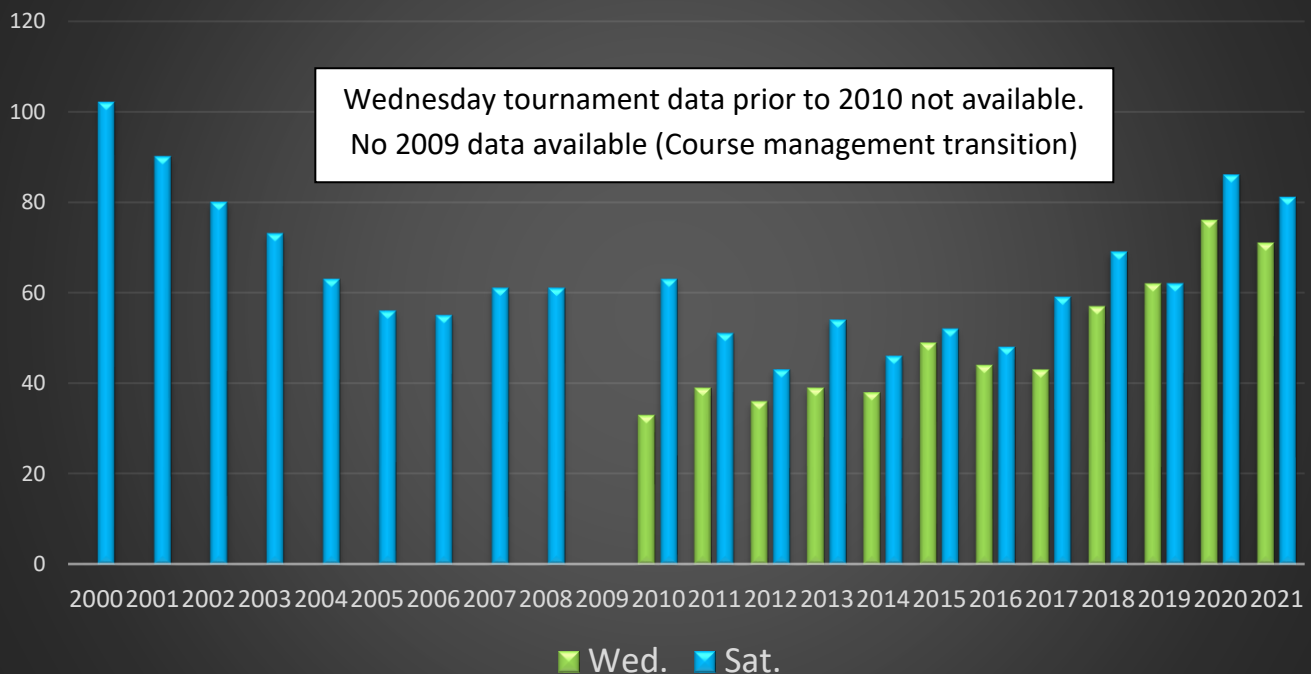
Detailed Event Participation Data



Event Participation Averages By Month/Type



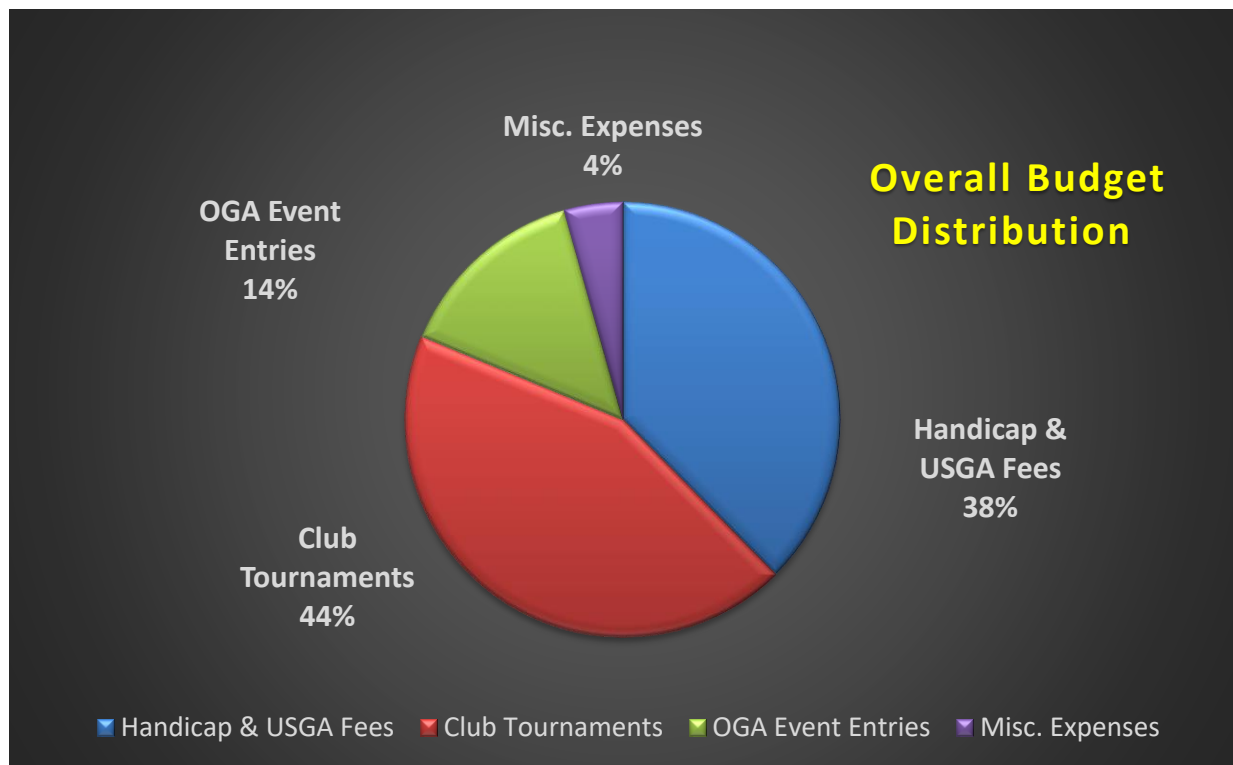
2000-2021 HLMC Tournament Participation Trends



- Total round increase (14%) from 2020; rounds spread over more dates & members
- 3-5% decrease in player/round avg due to added February dates and less rainouts
- February President's Cup Alt. Shot tournament **doubled** in participation from 2020
- Summer Black & Blue Saturday games did NOT cause any drop in participation



2021 Heron Lakes Men's Club Annual Report Financial Summary



- **25% of Club kick-ins** went towards four **season-long tournaments**, **all members** were automatically entered at no extra cost and **50 members** (15%) received a prize(s); **271 members** (79%) received prizes during the year with an average of **\$344/member**; on average, **120 members** (35%) received a prize each month
- **Sat/Sun Majors** included four **2-Day events** (Civil WAOR, Best-Ball, Club Championship & Member-Guest) and accounted for **8 tournament rounds** (40%), hence the higher distribution of funds compared to Wednesday events. Prize handout improved from 2020 but could be more consistent (looking into Venmo as an option).