

Director of Golf's Report – December 2010

Rene MacKay, Director of Golf

The 2010 season, Ken-Wo's 89th season in total, began on Friday, April 2nd, the beginning of what proved to be another successful season at Ken-Wo Golf Club. Having played host to over 35,000 rounds of golf in 2010, the management and customer service teams in all departments were kept busy from the onset of the season. I would like to recognize our management team of Rick Phelan – Golf Course Superintendent, Brandy Martin – Administrative Assistant, Debbie Barclay – Food and Beverage Manager, Derek MacKinnon – Head Golf Professional and Dan Fraser – Associate Golf Professional, for their efforts and leadership throughout the 2010 season. We are very fortunate to have these high quality individuals as part of our management team as they each play a vital role in the success of the club and overall satisfaction of our members and guests. I would also like to commend our clubhouse custodian, Annette MacGillivray, for her hard work and efforts in maintaining each of our building facilities throughout the year. Please join me in thanking these individuals for everything they do for Ken-Wo and its' members and guests!

This past season's membership numbers were once again very positive as the club was blessed with a full membership base for the second consecutive year, consisting of 575 adults and 150 juniors. These numbers are very encouraging and vital to the long term health of the club! Even more encouraging is the fact that there are now more than 135 members under the age of 40 which bodes well for the future of the club. As the strength and annual success of the golf club, both present and future, is driven by the membership base, a fully subscribed membership in 2010, along with a current waiting list of 25 individuals for the 2011 season, is very positive news for the health of Ken-Wo Golf Club.

As was the case in 2009, the overall outlook remains positive as the two key contributors to the bottom line, revenue from memberships and green fees, were once again very positive this year. With membership revenues of approximately \$518,000 and green fee revenues hovering around \$322,000, it is evident that the club had another busy season. This is very promising news to report, as it is these numbers that have a direct impact on the success in all revenue departments such as pro shop, power carts, food and beverage, etc, so to our members and guests, "thank you" for your continued support.

The golf operations department (pro shop) had another strong season in terms of merchandise sales and service with sales that were slightly ahead of last years' pace. It was certainly a challenging year in this department in terms of staffing and training as there was a great deal of staff turnover from the previous year; however, the "new" additions to the team did a wonderful job in learning their new roles very quickly and eventually "settling in" to their positions. This past season also saw the introduction of a new power cart fleet in mid-season, as the number of carts rose from 30 to 36 in total. Many thanks to our members and guests for their continued support of the golf operation through merchandise sales in the pro shop, use of power carts, use of club storage facilities and use of the driving range!

Once again, the food and beverage operation was a success as overall revenues experienced a growth of approximately \$25,000 year over year. This marks the second consecutive year of growth in this department with revenue numbers from recent years being \$251,000 (2008), \$288,000 (2009) and \$313,000 (2010). Even more exciting is the fact overall profit in the food and beverage operation has climbed from a loss of \$10,200 in 2008 to a profit of \$32,000 in 2009 and an even larger profit amount of \$40,000 in 2010. A great deal of this success can be attributed to the growth in our "special" event business such as weddings, banquets, etc; however, the continued support of our members on a daily basis through regular play and participation in "special" club events, has played an even larger role in the rebirth of this department. The recent string of success in our food and beverage operation is very encouraging; however, as we do in all departments, we will continue to look at ways to improve moving forward as we realize that we can always improve our operation in terms of service, quality and efficiency, and have thus set a goal to do just that in 2011! To those of you who regularly support the Ken-Wo food and beverage operation via Friday Social Golf, Ladies Day, Sr. Men's Day, Men's Night or

just regular daily play, Thank You! And to those of you who have yet to experience our excellent food and service, with very reasonable pricing, we look forward to seeing you in the dining room in 2011!

Not only did the 2010 season come with success in terms of finances, but several improvements were completed on the golf course, as well as around the clubhouse. Included in these projects were the renovation and upgrade of our bunkers, the construction of a new washroom on the back 9, the continued landscape work around the clubhouse, the mounding work along side #15 green, and last but certainly not least, the construction of a new green on hole # 10 and a new 6,500 square foot practice green located adjacent to #10 tee on the way to the driving range. There were also several minor improvements completed on the course and within the clubhouse with the renovation of the bar area being the most noticeable difference – a change that was very well received by members and guests! To go along with these improvements, the grounds crew remained busy with the day-to-day maintenance of the golf course. As I stated earlier, there was a great deal of play throughout the year and for the most part the golf course held it's own amidst the steady flow of traffic; however, the condition of our greens was certainly a concern during the latter half of the season. Having said that, rest assured that this concern will be addressed heading into the 2011 season as planning and preparation is already under way in an effort to improve the long term health and consistency of our greens.

As is the case in every season, there are several “competitive” events held throughout the year, more specifically our Club Championships in each division. I would like to take this opportunity to recognize and congratulate our 2010 Club Champions for their accomplishments. The 2010 Club Champions are as follows:

- Men's Club Champion – Allistair Tidcombe
- Senior Men's Club Champion – Bruce Fagan
- Men's Match Play Champion – Peter Gaul
- Ladies Club Champion – Beth Lloyd
- Senior Ladies Club Champion – Winnie Horton
- Mixed Club Champions – Ray Ivany & Laurie Graham
- Junior Boys Club Champion – John Deacon
- Junior Girls Club Champion – Darcy Fuller

I would also like to take this opportunity to thank the many volunteers who played such a huge role in the success of all club championships, as well as other club events. Without the help of our volunteers who assist with planning, promoting, preparation, scoring, registration, presentations, etc, the success of these events would be limited, so to all of our volunteers a big “Thank You!”

I would like to thank the Board of Directors for their support, patience and direction in my second season as Ken-Wo's Director of Golf. Many thanks as well to the various committees and divisions who worked so feverishly throughout the season to ensure that there committees and divisions, and Ken-Wo as a whole, had a successful year. Once again, many thanks to the Ken-Wo management team and their staffs for their efforts throughout the season! And last but certainly not least, I would like to once again thank the members of Ken-Wo for the support and loyalty shown towards “your” golf club all season long. As mentioned earlier, Ken-Wo would not exist or succeed without the support of its membership. Each and every one of you has played a major role in the club's success in 2010. Thank You!

So there you have it, the end to another exciting season at Ken-Wo Golf Club. We can only hope that our members and guests had as much fun on and off the golf course as the Ken-Wo team had in delivering the product we so dearly cherish, Ken-Wo! The planning and preparation for the 2011 season is already well under way as we move into the winter months. It is with great excitement that I inform you, following recent approval by the Board, that the plans are in place for the construction of new administration offices on the ground floor level, as well as the redesign and relocation of the often visited Stop N Go. This will make for a very busy off-season at the club, but in the end this is a project that has been on the radar so we look forward to its completion prior to the start of the 2011 season.

On behalf of the staff and management team I would like to wish you all a healthy, happy and enjoyable (and short) off season. We look forward to welcoming you back for the 2011 season as we celebrate Ken-Wo Golf Club's 90th Anniversary!

Rene MacKay; Director of Golf