



**GOLF CLUB**  
**RESTAURANT & BAR**  
**WEDDING AND**  
**SOCIAL EVENTS**

**2015**



**Arrowhead**



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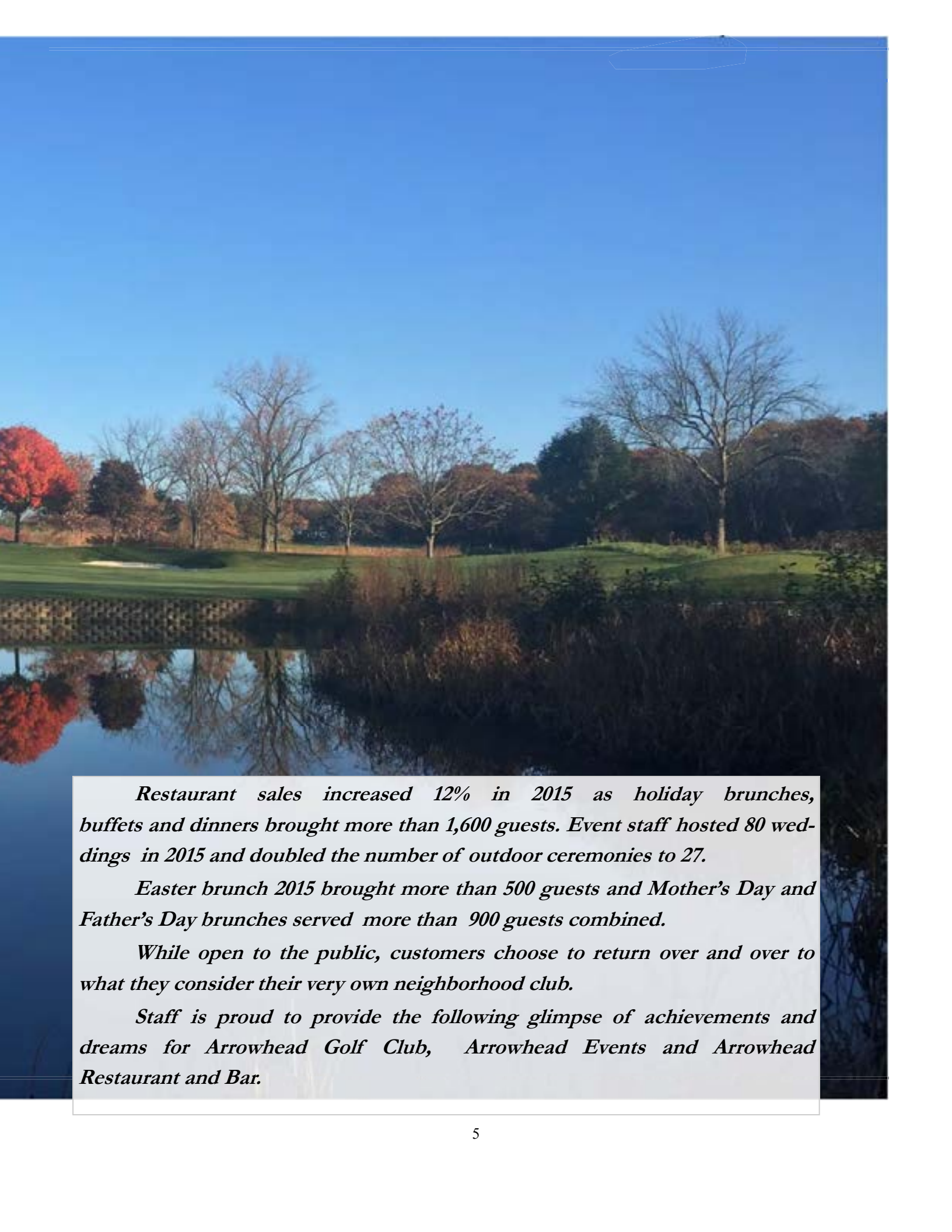
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## **Executive Summary:**

*Arrowhead Golf Club is comprised of 27 championship holes of golf on 221 prime acres, driving range and a 50,000 square foot clubhouse complete with full restaurant and bar as well as event and corporate meeting space.*

*Final landscaping work transformed the driving range in the spring of 2015. A new restroom has been installed between the South and East courses, large areas of crumbling cart paths have been repaired, the parking lot has been resurfaced. Directional boring was completed in order to access water and enable landscaping in the front entrance area.*



*Restaurant sales increased 12% in 2015 as holiday brunches, buffets and dinners brought more than 1,600 guests. Event staff hosted 80 weddings in 2015 and doubled the number of outdoor ceremonies to 27.*

*Easter brunch 2015 brought more than 500 guests and Mother's Day and Father's Day brunches served more than 900 guests combined.*

*While open to the public, customers choose to return over and over to what they consider their very own neighborhood club.*

*Staff is proud to provide the following glimpse of achievements and dreams for Arrowhead Golf Club, Arrowhead Events and Arrowhead Restaurant and Bar.*



*Bridge on 15, Circa 1940*



*Clubhouse, Circa 1940*

## *History, A Tradition Rebuilt*

**In the 1920s,** Ralph Weimer and his family built the 18-hole Antlers Club using horse drawn plows and other tools available to farmers at that time. The tees and greens were constructed first followed by ponds and bunkers. One of the ponds surrounded a green, and when viewed from the air, resembled a pair of antlers and the head of a deer or elk. This green and the remnants of the antlers are visible in old photographs of the golf course. In 1929, the club was renamed Arrowhead Golf Club for the many Native American artifacts found on the site during construction. In 1967, the West Course was added to bring the number of holes to the current total of 27.

The Wheaton Park District purchased the course in 1982 from the Jansen family to “preserve 221 acres of open space and to serve as a major recreational area for the community.” Shortly thereafter, architect Ken Killian was hired to redesign the golf course. By the fall of 1988, construction had started on a section of the East Course and by 1990 the first phase had been completed and the driving range was opened. Construction continued for another 11 years as the East Course was

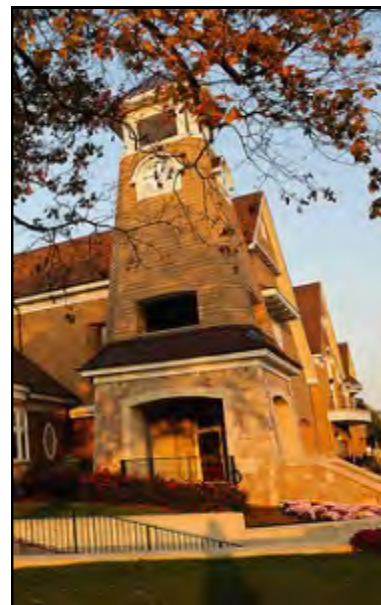
finished a couple of years later followed by the South Course. A new maintenance facility and golf cart storage garage opened in the spring of 2001, and when the West Course opened in July of that year, the golf course renovation was complete.

Design and development for the new clubhouse began in 2003 after PHN was selected as the architect for the project. Groundbreaking took place in the late fall of 2004 and the 50,000 square foot clubhouse opened on May 25, 2006. The clubhouse now houses the Arrowhead Restaurant and Bar, event and meeting space capable of accommodating up to 300 guests, a golf shop, locker rooms, an indoor teaching facility and storage for up to 40 golf carts.

An outdoor wedding site was added in the spring of 2010 with a new halfway house opening later that same year. In the fall of 2010, a golf course renovation project was started. Over the next three fall seasons, the bunkers on all 27 holes were renovated with major design changes made to a few holes. The project was completed in the fall of 2013 with the completion of the West course which opened for play in the spring of 2013.



*# 4 South*



*Clubhouse, 2015*



The driving range was built as part of the initial golf course renovation and opened in 1990. Virtually no work had been done in this area in the 25 years that followed and it had fallen into a state of disrepair.

A renovation was undertaken in the fall of 2014 that saw the replacement of asphalt with colored concrete and the old vinyl dividers with new rubber coated steel. A ramp was added to make the area accessible for all patrons, small Bent grass chipping areas were added around the green and simple irrigation was added to properly irrigate the area. The project was completed in the spring of 2015 when Pergola structures, benches and new landscaping were installed.

2015 saw the addition of a new restroom facility between the South and East courses as we continue to make additions to improve the experience of guests. This project included the addition of new cart paths that will allow patrons and staff to access the restrooms and move more freely between the two courses.

The community has been a strong supporter in the success of Arrowhead Golf Club as it has become a place where neighbors meet and families gather to celebrate weddings and special occasions.

The rebuilt Arrowhead clubhouse will celebrate its 10 year anniversary in May 2016.



# Arrowhead Golf Club



- ✓ A large majority (almost 80%) of permanent tee time and league rounds are played by residents.
- ✓ The majority of open tee times are played by non-residents.
- ✓ The percentage of rounds played by residents dropped by 5 percent to 49.7% in 2015.
- ✓ This is the first time in seven years that non-resident rounds played nearly equaled resident rounds played. This change can be attributed to increased marketing as well as the continued improvements in course conditions that attract golfers from further away.

Resident	49.7%
Non-Resident	50.3%



## Meteorological Conditions for 2015:

The timing of precipitation and the forecast can have an impact on rounds played as can temperature and wind speed. In our experience, precipitation of .04” has resulted in a negative impact on rounds played on any given day.

**January:** Above normal temperatures and almost no snowfall.

**February:** The average temperature of 14.6 degrees tied a record set in 1875 for the coldest February on record. The record setting Super Bowl blizzard was one of the largest single snow events on record.

**March:** The largest late season snow storm in 33 years forced the course to close after it had opened on the 20<sup>th</sup>.

**April:** The eighth consecutive month with below average precipitation.

**May:** Fourteen days with meaningful precipitation helped the month exceed the normal rainfall total for the first time in nine months.

**June:** The cloudiest June on record with only 46 percent of possible sunshine, 15 days with meaningful rainfall and the ninth wettest June in 144 years.

**July:** The longest stretch of 80+ degree days in two years with isolated storms pushing precipitation levels well above normal.

**August:** A beautiful month with little rain and high temperatures averaging just above 80 degrees.

**September:** Another nice month of weather with above average temperatures and only a few days with strong storms.

**October:** Temperatures averaged well above normal with almost no rain through the first 26 days of the month.

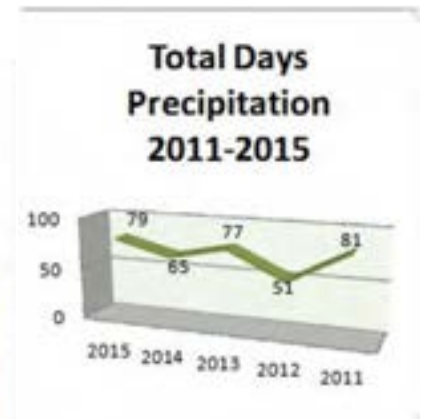
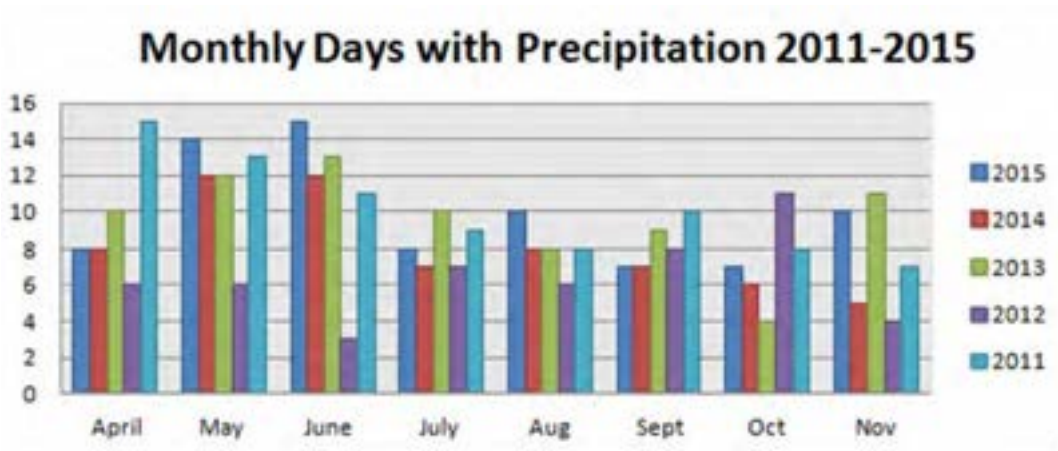
**November:** Extremely warm and dry for the first half of the month. The second largest November snow in history occurred on the 20<sup>th</sup> and 21<sup>st</sup>. The course closed November 20th.

**December:** The first half of the month was the second warmest on record.

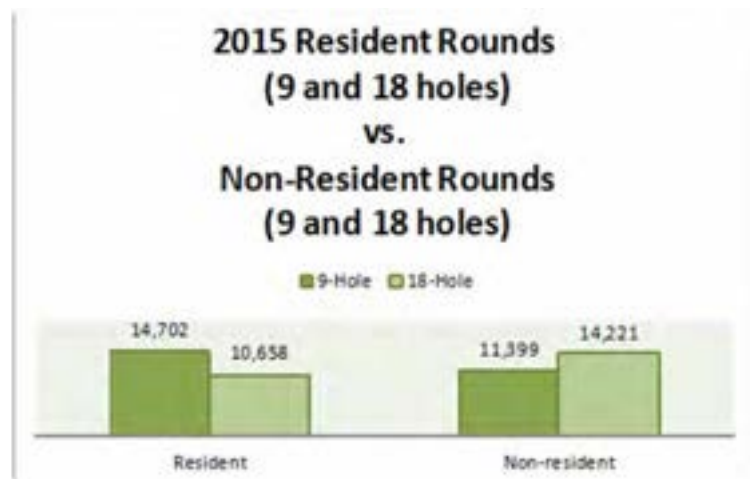
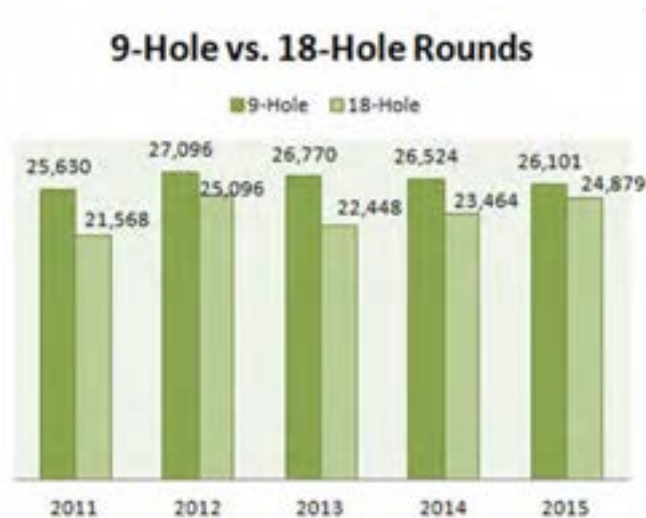


# Monthly Days with Precipitation (.04" or more)

Arrowhead golf course averaged 71 days with meaningful precipitation over the past five seasons. Total days of precipitation in 2015 specifically was 79 (8 days above normal).



## Annual Paid Rounds



- ✓ The large number of 9-hole rounds is due to our ability to tee groups off on two different courses at the same time late in the day. This is possible because we have 27 holes instead of the traditional 18.
- ✓ Senior specials, GolfNow.com, Chicago Golf Pass, Costco promotion helped round totals increase slightly in spite of poor spring weather.

Annual Paid Rounds	2015	2014	2013	2012	2011
Paid Rounds	50,980	49,988	49,327	52,192	47,198
Change from Previous Year	2%	1.3%	-5.5%	10.6%	-7.2%

# Golf Lessons

**719 golf lesson hours** were taught in 2015.

Adult group lessons are offered Tuesday, Wednesday and Thursday evenings mid-April through early August. Junior group lessons are held Monday through Thursday evenings before school is out in May and in the mornings during June and July.



## Merchandise Sales

	2015 Gross Sales	2015 Profit Margin	2015 Profit Dollars
<b>Hard Goods</b>	34,357	39.6%	13,600
<b>Golf Balls</b>	50,250	27.3%	13,732
<b>Soft Goods</b>	65,310	40.4%	26,390
<b>Total Sales</b>	<b>149,917</b>	<b>35.8%</b>	<b>53,722</b>

√ Soft goods consist of items that you wear while hard goods are equipment and other non-wearable items.

# Golf Course Maintenance



Golf Maintenance Overtime	
2015	\$5,304
2014	\$5,728
2013	\$5,913
2012	\$10,385
2011	\$18,864

- ✓ Greens are mowed daily, tees, fairways, approaches and collars are mowed three days per week, rough is a daily task, banks are mowed twice per week and the range, entrance and the Off the Street Club are mowed weekly.
- ✓ Course set-up tasks are generally done daily and include changing cups, moving tee markers, collecting trash, raking bunkers and dragging fairways to remove dew.
- ✓ Detail work includes filling divots on tees and in fairways, trimming around sprinkler heads, yardage markers, trimming around trees and walls, edging bunkers, bunker repair, leaf and debris removal, spreading clippings, maintenance of clubhouse landscape, blowing cart paths and parking lot.
- ✓ Plant health involves the application of chemicals and fertilizer as well as hand watering. Staff continues to use generic chemicals in an attempt to conserve resources whenever possible without jeopardizing plant health.
- ✓ Equipment maintenance is the backbone of any operation. Equipment is of no use to the staff when it is not in top working condition. Blade sharpening, engine maintenance and all repairs are done in house. We employ a full-time mechanic who is responsible for maintaining all equipment and golf carts.
- ✓ Special projects are those tasks that are not part of the weekly routine. Some of these items are one-time fixes while others occur occasionally throughout the year. These tasks include: irrigation repairs, tree trimming, drainage work, tee construction, bunker face repair, stone work, sod replacement, sanding and painting.
- ✓ Staff continues to minimize overtime in golf course maintenance. There are times that weather conditions make it almost impossible to avoid but through the use of improved scheduling practices and increased vigilance, staff has cut the use of overtime from \$36,975 in 2009 to \$5,304 in 2015. This is a decrease of more than 85%.

Chemicals and Fertilizers	
2015	\$143,204
2014	\$147,203
2013	\$140,460
2012	\$162,453
2011	\$155,049

Please note: Environmental conditions affect chemical and fertilizer needs year-to-year.

# Ash Tree Removal

It is believed the Emerald Ash borer first came to the United States from China in shipping crates through Detroit in 2002. It steadily spread and is now decimating the ash tree population in our area. Adult insects lay eggs on the tree bark and after hatching, larvae chew their way into the tree. Once inside, they interfere with the flow of water and nutrients causing a noticeable dieback and the eventual death of the tree.

There are a few different ways to deal with ash trees in an affected area.

- ◆ Trees can be removed immediately and replaced with other species.
- ◆ Trees can be removed when they start to show an agreed upon level of dieback.
- ◆ Trees can be removed after they die.
- ◆ Trees can be treated with an insecticide to kill the insect.



An inventory of Arrowhead's trees was conducted in 2012. That inventory recorded a total of 1,776 trees on the property, 300 (17%) of which were Ash trees. During the summer of 2013, staff toured the property to assess the health of these trees and formulate a plan to best deal with the problem. Staff visually inspected each tree to see if it had noticeable signs of thinning or dieback. The size of the tree, as well as the impact on playability and safety was also considered. A multi-tiered approach was developed using the possible courses of action listed above. Staff agreed upon a plan as follows:



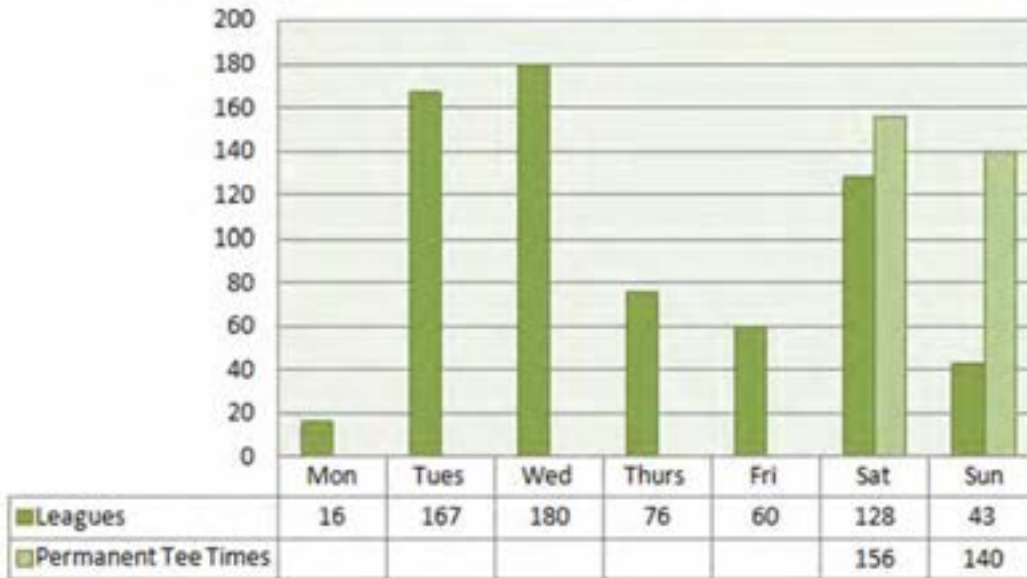
- ◆ Removal of 57 trees in the fall/winter of 2013/14 that were already dead or showing signs of serious dieback.
- ◆ Removal of 36 trees in the fall/winter of 2014/15. These trees were showing signs of infestation, but not at the level of those listed above.
- ◆ Include \$2,500 in the budget each year to treat impactful trees throughout the course. Six trees on the West course were identified in this category.
- ◆ The remaining trees were not showing signs of decline. It was decided these trees should be monitored and dealt with as necessary over the next three to five years.

It became apparent in early 2014 that the degradation of the trees was occurring much more quickly than originally expected and removal would need to move at an accelerated pace. A total of 118 trees were removed in 2014 and another 33 were taken down in 2015. The remaining 50 trees have been contracted for removal before the start of the 2016 golf season. Staff is currently treating five trees on the West course and will continue to do so until they succumb to the insect, die naturally or have backups grow to a point where their loss would have minimal impact on play or safety.

To date, 32 new trees have been planted. These include: maples, oaks, pines, larch and hackberries. We will continue to diversify within each variety and also with other native species over the next few years as we identify areas that need more trees for safety and playability. Over the next two to three years, we will be planting trees between #4 and #8 on West, between #2 and #8 on South and on the driving range berm. Total plantings in these areas are estimated to be 15-20 trees.

# Weekly Groups

**Number of Players in Leagues and Permanent Tee Times by Day of Week**



✓ There are 9 leagues that play weekday mornings.

✓ There are 7 leagues that play weekday afternoons.

✓ Our couple's league plays Saturday afternoons and continues to be very popular with a total of 64 couples participating. Wheaton residents represented 70% of participants.

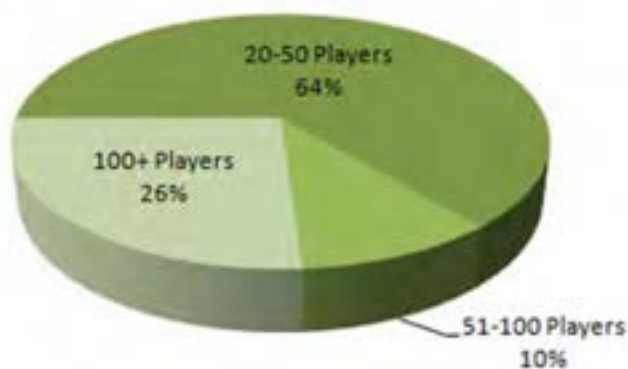
✓ PGA Junior League had 43 participants in 2015.

Permanent tee times start at 5:30 am weekend mornings.

# Golf Outings

**Number of Golf Outings 2015**

■ 20-50 Players ■ 51-100 Players ■ 100+ Players



✓ Outings are considered to be an organized event of 20 or more players utilizing one of our food packages or arranging plans through the restaurant for pre/post golf meals.

✓ We hosted 69 golf outings in 2015. Forty four of these had less than 50 players with many of these being less formal events in the restaurant. Seven were mid-sized groups (51-100) and 18 were large groups of more than 100 players. All of the mid and large-sized groups had food and beverage packages booked through the event department.

✓ Of the 18 large groups, 12 were fundraisers and 6 were corporate or association event. One of these groups were new to Arrowhead in 2015 and one returned after taking a year off.



## Special Events and Tournaments

Staff runs a number of special events throughout the year for the enjoyment of our regular customers and other guests.

**Golf Fever** - This event is held in early March and is intended to bring women to the course for an evening of wine and golf talk with the professional staff, introduce them to the game or answer questions about lessons. In 2015, 66 women attended.

**PGA Junior Golf League** - This is a 6 week summer program designed to allow children to enjoy the positives of participation in a team activity. While playing the game of golf is normally viewed as an individual sport., this league plays golf as a team. It is competitive but low pressure and has become increasingly popular since its inception a couple of years ago. Forty three juniors took part in our second year of involvement with the program in 2015.

**Couples League** - This is an in-house summer long competitive league where couples play a scramble each week against another couple. Points are accumulated throughout the summer and a champion is crowned at an end-of-the year social event. There were 128 participants in 2015. Wheaton residents represented 70% of these participants.

**Club Championship** - This is a 36-hole stroke play event to determine the Arrowhead Club Champion in four different divisions. Champions are crowned in gross and net

divisions for both regular and senior age brackets. There were 41 participants in 2015.

**CanHead Cup** - This Ryder Cup style event consists of a team from Arrowhead competing against a team from Cantigny. 18-holes were played at each facility. For the first time in the nine year history of the cup, the matches ended in a tie. Each club will keep the cup for six months until the event can be held again in the fall of 2016.

**Three Person Scramble** - This was the sixth year for this event with three person teams competing in a scramble format for pro shop merchandise credit. There were 42 participants in 2015.

**Brutal Cup** - This is a 27-hole Ryder Cup style event played between two randomly drawn teams. The event is played in November when the weather has the potential to be "brutal." Twenty two players braved truly brutal conditions as a drizzle turned into steady rain during the day and temperatures struggled to reach the mid 40's during the day.

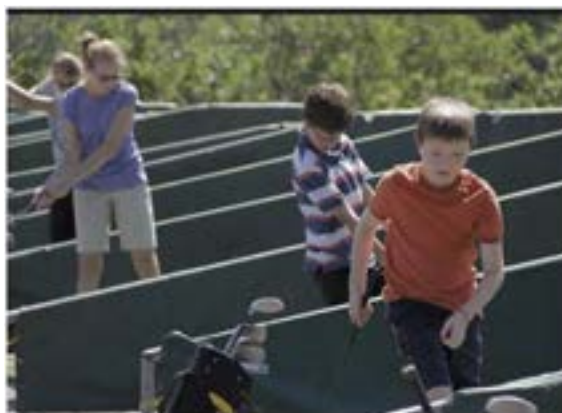
**Weekly Events** - These weekly closest-to-the-pin and longest putt contests are run for our permanent tee time holders, couple league participants and senior men's league. Trophies are awarded to players in a few of these events, but most prizes and all weekly events are paid out in merchandise certificates to the pro shop.

# PGA Junior Golf League

**Arrowhead's PGA Junior Golf League is a *fun and family-oriented*** golf league in which boys and girls under the age of 13 compete in a 6 week long team vs. team summer golf program. The team scramble format encourages juniors to communicate with their teammates and help them with each shot; whether that is assisting with lining up a putt or raking a bunker after it's been used. The PGA Junior Golf League is designed to better socialize the game for the next generation of golfers. Parents are encouraged to participate as well. Parents are welcome to walk with the juniors, help with golf etiquette, or simply just be a spectator.

**Since its inception in 2011, the PGA Junior Golf League has exploded in growth.** One of the primary goals of the PGA of America is to help *grow interest and participation* in the game of golf, and the PGA Junior Golf League is a great example. With the support of the PGA of America, the PGA Junior Golf League stands as one of the premiere new opportunities in youth sports.

Arrowhead's PGA Junior Golf League nearly tripled in size from 2014 and we expect to expand even more in 2016. The league includes clinics, team practices, individual lessons, and mock matches on top of the regular season matches. Each team has a PGA Instructor to teach and mentor the juniors throughout the course of the season. At the end of each season, Arrowhead will create an *All-Star team* to compete in the playoffs. Teams have the opportunity to advance to the National Championship hosted at Disney's Palm Course, located within Walt Disney World Resort in Lake Buena Vista, Florida.





# Hats Off to Our American Flag

## AMERICAN FLAGS

With the help of one of our part-time staff members, Arrowhead supported our country and our troops by displaying American flags throughout the property on two separate occasions this year.

Flags were placed around the putting green and behind the tee on all 27 holes for the July 4<sup>th</sup> and Labor Day holidays.

The response from our customers was overwhelming and we hope to continue this small show of support in the future.



# Projects

The final renovation/ on the **driving range was completed** in 2015. Pergola structures were installed over new benches to provide interest to the area as well as some shade to people resting or watching others practice. A structure, large enough to accommodate future expansion, was also built around the ball dispenser to make the area more attractive. Finally, landscaping was added along the length of the driving range facing the clubhouse to enhance the look from the patio and banquet rooms.

The deep well that feeds the **irrigation pond** stopped functioning properly early in June. Holes were found in the pump casing and column which were both replaced before any problems could be experienced with the entire system. Virtually all components in the pump house have been replaced over the past two seasons.

**Cart path repairs** are part of the annual budget as we attempt to systematically repair areas that are in disrepair. No work had been done for a number of years and many areas of path had started to disintegrate. These areas have been identified and prioritized and repairs have been going on since 2014. Most of the worst areas have been completed with more work scheduled in 2016 and beyond.

**Seal coating and striping** of the parking lot was also tackled in 2015. It had been a number of years since this project was last completed. The work was scheduled over a three-day period so parking was always available for our customers. There were some inconveniences although staff was on-point to assist with locating available spots ensuring that people did not drive on freshly seal coated areas.

**Directional boring** was completed under the parking lot in December that will allow us to have access to water at the front entrance to the facility. This will allow us to significantly enhance the appearance of that area with plantings and potentially a water feature. This is a project that staff has talked about for a few years and looks forward to starting in 2016.

The replacement and addition of new equipment is essential to our ability to maintain the property as desired and to provide our customers with the best possible experience.

A **new sprayer** was added to our fleet this season and has allowed us to apply the necessary chemicals and fertilizers as needed with little or no disruption to play.



A **new tractor/loader** replaced a unit that was nearing the end of the useful life expectancy and a **new beverage cart** replaced a unit that had been in service since 1989 and should have been replaced many years ago.

The services of an outside vendor were enlisted to take **aerial footage** of the course and facility using a remote controlled drone. We now have hole-by hole fly-over video of each hole as well as a short promotional video of the entire facility including the clubhouse, driving range and wedding site.

A **new walk-in freezer and cooler** was purchased and installed in the lower level of the clubhouse. Staff located this brand new unit for sale from a private party on the internet and was able to purchase it at a significant savings over what it would have cost to purchase from a dealer. Almost all installation work was done in-house and the overall savings to the district was significant.



Two of the four **water heaters** supplying the building with hot water started to leak in May and had to be replaced. New valves were added at that time to allow the other units to be sectioned off and replaced as needed without shutting the entire system down. Within a couple of months, a third heater started to leak and it was decided to replace the third and fourth units at that time.

The largest project of the year was the **installation of a new restroom** facility between the South and East courses. A portable restroom trailer was chosen and built to our specifications. A great deal of planning and work from all maintenance staff at Arrowhead went into the project, but the outcome has been welcomed by our golfers and provides a significant upgrade from the portable restrooms that had been in use for decades. A concrete pad was poured and decorative pavers were added as accents and used as stairs. New cart paths were installed to make the area accessible from both courses and new electrical service was added to the area. Finally, planters were installed that will eventually grow to enhance the area.

East, South and West Renovations	2015	2014	2013	2012	2011	TOTAL
Renovation Expenses	\$128,504	\$156,562	\$31,251	\$380,675	\$413,464	\$1,648,729
Capital Equipment Purchase	\$103,402	\$213,326	\$45,685	\$19,550	\$0.00	\$522,240

## Golf Labor Comparison

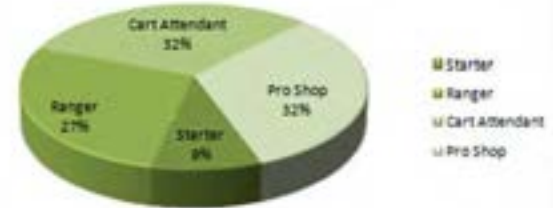
Pro shop staff is responsible for taking tee times, checking in guests, assisting with merchandise sales and displays and a wide variety of other tasks that help our customers enjoy their time at Arrowhead.

Starters are responsible for making sure that players have paid before being directed to the proper tee. They make sure the tee time schedule is maintained, that players are paired together when appropriate and that daily rules for play are explained.

Rangers are responsible for making sure that play proceeds at an acceptable pace, players are following the rules of play for the day as well as observing the commonly accepted rules of golf etiquette. They are also responsible for filling water jugs on the golf course.

Cart attendants are responsible for keeping a clean supply of carts available for our guests at all times. They pick the driving range, clean range balls and maintain the tee line.

Part-Time Labor Hours Comparison 2015

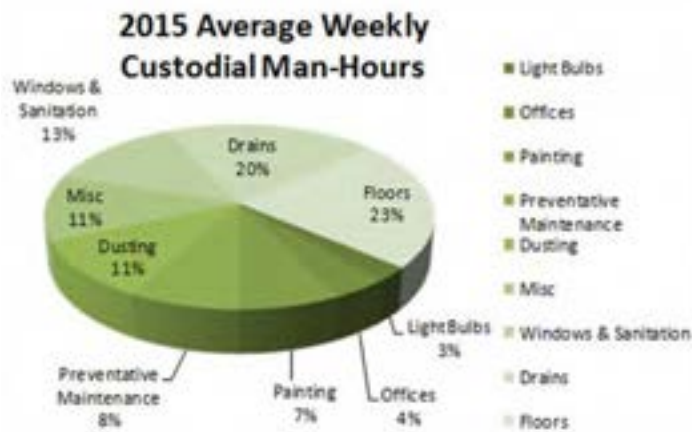


### Golf Wage Comparison:

Full-time golf staff continue to cover and support Pro Shop shifts as well as join as cart attendant during golf outings in order to keep part-time wages in check.

Pro Shop Wage Comparison		
	PT Wages	FT Wages
2015	\$165,466	\$138,167
2014	\$186,865	\$126,400
2013	\$176,797	\$122,321
2012	\$184,591	\$119,922
2011	\$159,824	\$118,070

# Building Maintenance and Custodial Services



- ✓ Floors include sweeping, mopping, vacuuming and polishing of all stairs and floors throughout the building.
- ✓ Bathrooms include cleaning and restocking supplies of the nine bathrooms in the clubhouse. These are checked regularly throughout the day by custodial staff and in the evenings by housemen and restaurant staff.
- ✓ Windows are cleaned on a regular basis. Windows on public access doors are cleaned every day and other windows are cleaned on a rotating schedule based on location. Door knobs throughout the building are also sanitized as part of this task.
- ✓ Dusting is done every day as part of routine cleaning. Picture frames, furniture, display cases and light fixtures are part of the rotation.
- ✓ Painting is done on a regular basis to touch-up damage done during the normal course of business. Minor drywall repair is included.
- ✓ Light bulbs are checked daily and replaced as needed.
- ✓ Drains are sanitized and flushed on a regular basis to maintain freshness and to ensure that they stay open.
- ✓ Offices are checked regularly for trash and other minor cleaning and repairs pairs.
- ✓ Preventative maintenance takes place on an almost daily basis. Work is routinely done on kitchen equipment and HVAC units in order to keep these vital pieces of the operation in top condition.
- ✓ Miscellaneous tasks are often part of an employee's workday when another employee or guest requires assistance with something. This includes snow removal in the winter months and assistance with equipment repairs throughout the year.
- ✓ Staff purchased and installed a new walk-in freezer and cooler in the lower level of the building at a substantial savings to the district. The units are significantly larger than originally planned and have given the food and beverage staff significantly more functionality in all areas of operation.
- ✓ Staff is committed to innovative and efficient methods in maintaining the Arrowhead facility;
  - All hardwood floors are sealed using in-house labor. This saves thousands of dollars and allows for more flexible scheduling in order to maximize selling opportunities.
  - Staff continues to cover banquet chairs as needed and is now able to recover bar stools as well. This saves money and allows for extremely fast turnaround when compared to having them done by an outside vendor.
  - Staff attends daily kitchen equipment repairs as they present themselves. This practice save thousands of dollars in repair costs and normally allows for uninterrupted work by the kitchen staff.

# Golf Marketing

In 2015, the focus continued to emphasize Arrowhead's pristine golf course conditions and offerings and included the introduction of the two new golf professionals, Andrew Ogata and Matthew Nations. Marketing boasted the key features of the 27-hole course and the improvements to the driving range, the immaculate conditions of the course, public facility, and the quality of service.

The annual marketing plan encompasses print advertising, web advertising, e-marketing, broadcast media, and social media.

Print Advertising includes:

- Golf Chicago Magazine
- Chicago District Golf Association
- Golf Time Magazine
- Naperville Magazine
- Local Newspaper golf supplements such as Daily Herald, Suburban Life, and West Suburban Living.

Web Advertising includes:

- Chicagolandgolfmagazine.com
- CDGA.org
- Golftimemagazine.com
- Golftime.com
- Golftrips.com
- Golfcourseonline.com
- Golfnow.com

E-blast marketing

- Distributed monthly to our subscriber base with golf tips and incentives
- Distributed during April – October through our partners, ie. CDGA, Golftrips.com, DCVB, etc.

Social Media includes:

- Facebook
- Twitter

Broadcast Media includes:

- Yelp.com
- Rory Spears radio show

Mobile Media includes:

- Text messaging (summer program offers 9 holes free golf (1 in 10 opt in))

Collateral Material/Signage includes:

- A-frame signage displayed at facility, pro shop and halfway house trailer locations
- Banners displayed at Butterfield entrance
- Table top signage displayed in foyer and pro shop
- Banner displayed in atrium of Wheaton Park District atrium

NEW Multi-media includes:

- Touch screen displayed inside restaurant entrance
- Interactive screen displayed near banquet/pro shop area

Community Outreach includes:

- Complimentary Golf Clinics
- Ladies Night "Golf Fever" evening
- Taste of Wheaton golf simulator
- Golf Outings for local organizations

Special Offers/Incentives includes:

- Special greens fees are offered on Sunday evenings that allow children to play golf with an adult for only \$1.
- Senior package offers golf, cart, hamburger and beverage to senior citizens on Monday and Tuesday
- Fast Track 9 Holes
- Complimentary rental clubs with paid 9 hole round through DCVB
- End of season, free riding cart with 9 or 18 hole round

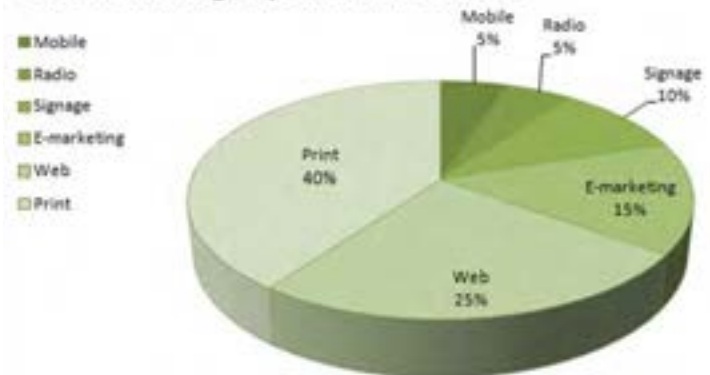
Arrowhead mobile website

- This user-friendly website is available for smart phone users and includes capability to set up tee times and link to complete website

GPS Units

- GPS Units are utilized to advertise pro shop and halfway house specials along with upcoming golf and restaurant events.

Golf Marketing Expenditures 2015



# 2015 Arrowhead Collage

## Golf Marketing

### Print & Web Ads

**Hand Crafted Seasonal Food**  
 Extensive Wine and Beer List  
**Weekly Food and Drink Specials**  
 Panoramic Views  
 Live Entertainment, Thursday, Friday, & Saturday Evenings

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 Two greens and bridge on fairway  
 Lighted driving range, putting green, chipping green, and tees  
 Restaurant & Bar  
 Workshop and Clubhouse

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

*Be On Your Guard*

**Complimentary Riding Cart with Padd 18 Holes**  
 \*Not applicable to non-club members who also play through the D.O. Non-member rates through Arrowhead  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**27 Holes & Newly Renovated Driving Range**

Wheaton | 800.933.5880 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Swing into Spring!**  
 Featuring 27 holes, a renovated driving range, and a restaurant and bar open for lunch and dinner.  
 Register Now for Golf Lessons!

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**golf, restaurant & bar. arrowhead.**  
 Youth & Adult Golf Lessons  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead Golf Club**

**golf, restaurant & bar. arrowhead.**  
 Youth & Adult Golf Lessons  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

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**Arrowhead Golf Club**

**Arrowhead Golf Club**

**golf, restaurant & bar. arrowhead.**  
 Youth & Adult Golf Lessons  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**27-Hole Golf Course**  
 Surrounded by Forest Preserve  
 Restaurant & Bar Open for Lunch & Dinner  
 Rutherford Road, Wheaton | 630.433.5880 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 Two greens and bridge on fairway  
 Lighted driving range, putting green, chipping green, and tees  
 Restaurant & Bar  
 Workshop and Clubhouse

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 - 27 hole golf course open to the public  
 - Lighted driving range, putting green, chipping green, and tees  
 - Restaurant & Bar  
 - Workshop and Clubhouse

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Driving Range Parties | Golf Outings | Social & Corporate Events**  
 Mention this ad and receive 10% off your next event or meeting with us!  
[events.arrowheadgolfclub.org](http://events.arrowheadgolfclub.org) | 630.433.5882

**Host your next event with us**  
 - Driving Range Parties  
 - Golf Outings  
 - Meetings & Team-Building Events  
 - Social & Corporate Events  
 - Fundraisers

Mention this ad and receive 10% off your next event or meeting with us!  
 Contact our event planning team today at 630.433.5882 or [events.arrowheadgolfclub.org](http://events.arrowheadgolfclub.org)

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 - 27 hole golf course  
 - Lighted driving range, putting green, chipping green, and tees  
 - Restaurant & Bar  
 - Workshop and Clubhouse

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 - 27 hole course surrounded by forest preserves  
 - Two greens and bridge on fairway  
 - Lighted driving range, putting green, chipping green, and tees  
 - Restaurant & Bar  
 - Workshop and Clubhouse

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Celebrate Dad**  
 at Arrowhead Golf Club  
 Father's Day Brunch, High Tea & Brunch  
 Sunday, June 14th 10:00 AM - 2:00 PM  
 34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**27 hole course surrounded by forest preserves**  
 Two greens and bridge on fairway  
 Lighted driving range, putting green, chipping green and tees  
 Restaurant and bar open for lunch and dinner

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Surrounded by Forest Preserves**  
 - 27 Holes of Championship Golf  
 - Bestgreen Tee, Green, and Fairway  
 - Newly Renovated Driving Range  
 - Pro Shop and Custom Club Fitting  
 - Restaurant and Bar Open for Lunch & Dinner

34001 Rutherford Road | Wheaton, IL 60187 | 630.433.5882  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

# 2015 Arrowhead Collage

## Golf Marketing

### Signage

Arrowhead  
GOLF CLUB

Your home for  
Golf | Dining | Events

arrowheadgolfclub.org | 630.653.5800

Arrowhead  
GOLF CLUB

**Youth & Adult Lessons**

**Family Golf**  
Sundays after 5P  
Kids 12 & under, \$1  
with each paying adult

arrowheadgolfclub.org

Arrowhead  
GOLF CLUB

**Complimentary Golf Clinic & Demo**  
Hosted by...

**Bruce Stoller, Andrew Ogata & Matt Nations**

**Saturday, April 18**  
Free Clinic 10A-Noon will include full swing, putting, and chipping.  
Demo Day to follow from Noon-2P

**Take your golf game to the next level!**  
Sign up for group or individual golf lessons in the Pro Shop.

20W151 Butterfield Rd | 630.653.5800 | arrowheadgolfclub.org

**Golf Fever**  
ARROWHEAD GOLF CLUB

Ladies, mark your calendars for a night out with Bruce, Andrew, & Matt, our very best golf professionals!

**Wednesday, March 11 | 7P**

At Golf Fever, you'll discover a fun approach to the game, hear the truth about golf myths, and learn some unique stretching and fitness techniques\* to help prepare you for a great golf game. And, don't forget about the wine. Yes, complimentary wine will be served. (limited to 40 ladies)

\*Fitness techniques provided by Parks Plus Fitness Center.

Hurry - you can reserve your spot one of three ways:  
1. Stop in at the Pro Shop and reserve your spot  
2. Call the Pro Shop at 630.653.5800  
3. Email Bruce at bstoller@arrowheadgolfclub.org

Arrowhead  
GOLF CLUB

Arrowhead Golf Club | 20W151 Butterfield Road | Wheaton, IL | arrowheadgolfclub.org

### Coupons/Incentives

Arrowhead  
RESTAURANT & BAR

**Warm-up Special**

**Complimentary Hot Chocolate(s)**  
with purchase of Ski Rental Package(s)  
and any food purchase in the Restaurant\*

\*Maximum 1 hot chocolate per skier. Must redeem on day of ski rental in Arrowhead Restaurant (opens 11 am).

Expires March 31, 2015

Coupon Code: PC15

### Charity Fund-Raising

**Putt for Pink**  
Join us at Arrowhead Golf Club  
**Monday, October 19 | 9A-6P**

**You Golf, We Donate**

**Golf**  
- On October 19, 100% of greens fees will be donated to the Breast Health Center at Central DuPage Hospital.  
- Secure your tee time starting on October 12.  
- Call 630.653.5800 for more information.

**Spinner Raffle**  
- Stop in today to receive a raffle card.

**Dance**  
- Check out Jammin' Feet to the Club on Friday, October 16 from 6:30-8:00 PM in the main club at the club. For more information, visit jamminfeet.com. Give us your donation!

Net proceeds benefit the Breast Health Center at Northwestern Medicine Central DuPage Hospital.

**Northwestern Medicine**

20W151 Butterfield Road | Wheaton, IL 60189  
630.653.5800 | arrowheadgolfclub.org

# 2015 Arrowhead Collage

## Golf Marketing

### Eblasts

**OFFICE MANAGER (OPEN) AND BOSS (OPEN)**  
At Arrowhead Golf Club

**BOSS (OPEN)**  
We are seeking a highly motivated and experienced individual to manage the day-to-day operations of the club. The ideal candidate will have a minimum of 5 years of experience in a similar position and a strong background in customer service and team management. This is a full-time position with a competitive salary and benefits package. If you are interested, please send your resume and cover letter to: [hr@arrowheadgolfclub.com](mailto:hr@arrowheadgolfclub.com)

**OFFICE MANAGER (OPEN)**  
We are seeking a highly motivated and experienced individual to manage the day-to-day operations of the club. The ideal candidate will have a minimum of 5 years of experience in a similar position and a strong background in customer service and team management. This is a full-time position with a competitive salary and benefits package. If you are interested, please send your resume and cover letter to: [hr@arrowheadgolfclub.com](mailto:hr@arrowheadgolfclub.com)

**FOLLOW US:**

Facebook: [arrowheadgolfclub](https://www.facebook.com/arrowheadgolfclub)  
Twitter: [arrowheadgolf](https://twitter.com/arrowheadgolf)  
LinkedIn: [arrowhead-golf-club](https://www.linkedin.com/company/arrowhead-golf-club)

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444  
[www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**PGA TOUR JUNIOR PGA JUNIOR MEMBER TO BE**  
FOR BOYS AND GIRLS AGES 9-13!

PGA TOUR JUNIOR PGA JUNIOR MEMBER TO BE a fun way to learn and improve in the game of golf and be part of a team competition on the same time. It features a fun 40-45 minute program in a friendly atmosphere. The program includes:

- Team spirit
- Golf theory
- PGA JUNIOR TOUR
- Fun on a 45 minute course designed for juniors
- Top 10 group wins prize by PGA Professionals
- One ("1") "Trophy"
- One ("1") prize basket with a PGA Professional
- After receiving their prize by PGA Professionals
- Prizes presented on the Tee at the end.

**View the complete brochure online - Register Now ->**

**FOLLOW US:**

Facebook: [arrowheadgolfclub](https://www.facebook.com/arrowheadgolfclub)  
Twitter: [arrowheadgolf](https://twitter.com/arrowheadgolf)  
LinkedIn: [arrowhead-golf-club](https://www.linkedin.com/company/arrowhead-golf-club)

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444  
[www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**Golf Fever** Ladies, mark your calendars!

Wednesday, March 11 | 7P

Enjoy a night out with Bruce, Andrea, and Matt, our very own golf professionals!

At Golf Fever, you'll discover a fun approach to the game. Hear the pros about golf myths, and learn some unique strategies and fitness techniques to help prepare you for a great golf game. And, don't forget about the wine. Yes, complimentary wine will be served (limited to 40 bottles).

View our website for details!

**Special!**  
We are offering your first 10% off your first purchase!

1. Sign up for the Pro Shop and receive your first 10% off your first purchase.
2. Call the Pro Shop at 913.451.4444.
3. Book your first purchase.

\*Fitness Boutique provided by:

**FitLife Fitness Center**  
FitLife Fitness Center is a facility of the Arrowhead Golf Club. Located in the Community Center at 11511 S. 146th Ave.

Get the Results You Want! Learn more at [www.fitlifefitness.com](http://www.fitlifefitness.com)

**Helpful Links** Post it > Tweet it > Forward >

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444 | [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**Spring is here!**

Now it's time to enjoy the golf season.

- Junior Group
- Adult Group
- Individual

Now enjoy a delicious meal at the clubhouse. The outdoor patio is open!

**Helpful Links** Post it > Tweet it > Forward >

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444 | [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**Spring is here!**

The Pro Shop is now open! Enjoy our new menu!

Now serving breakfast on Saturdays & Sundays. Join us for a night menu here.

**Helpful Links** Post it > Tweet it > Forward >

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444 | [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**Course & Driving Range open!**

Golf Course & Driving Range opening Friday, March 20 at 8P

FREE Clinic & Demo | Saturday, April 18 | 11A  
Kick Off Classic | Sunday, April 19 - Join the Pro Shop for more information.  
To book a tee time call our website or call 913.451.4444

Pro Shop | New Merchandise has arrived!

**10% off**  
on your next Pro Shop purchase.

**Helpful Links** Post it > Tweet it > Forward >

Arrowhead Golf Club | 20157 S. 146th Ave. | Overland Park, KS 66204  
Tel: 913.451.4444 | Fax: 913.451.4444 | [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)



# 2015 Arrowhead Collage

## Golf Marketing

### Eblasts



#### Dear Business Owner,

Each year, Arrowhead Golf Club hosts 40,000+ rounds of golf, which means an estimated 1,000+ green papers and more than 30+ corporate golf outings each year. These outings are primarily from Phoenix and surrounding communities, many are affluent decision makers in the community, making them the perfect client base for your business.

Arrowhead Golf Club has a unique way to target this affluent audience with the 2015 GPS Advertising Program. Through this program, you can reach customers with display to spend while they enjoy the 27 hole course. Your advertisement will be visible on GPS screens on all 100 golf carts and are visible for one entire hole, which generally takes golfers 10-20 minutes to complete. Pricing includes a one-time use of the Arrowhead conference center for meeting space and more included: GPS advertising, website course tour, and **Features with LaunchPad Pricing for April-November is \$250 for one year, \$1,300 for two years.** All website is available for extra cost.

To see our GPS Advertising Features, [ASK.NOW](http://ASK.NOW). We hope you will consider this unique opportunity to create brand awareness for your business with the Arrowhead Golf Club GPS Advertising Program. If you have questions, please feel free to give us a call. We're available: 480.328.4664 or Email Us at: 480.328.4664.

Sincerely,

**Marisa Williams, Marketing Director, [marisa@arrowheadgolf.com](mailto:marisa@arrowheadgolf.com)**  
**Bruce Stoller, Director of Golf, [bruce@arrowheadgolf.com](mailto:bruce@arrowheadgolf.com)**

#### FOLLOW US:



**RESERVE A ONE-DAY TEAM!**  
 OR SCHEDULE AN INDIVIDUAL OR GROUP GOLF TEAM WITH ONE OF OUR PROFESSIONALS AT 480-328-4664 | [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**SPECIALS**  
**Monday & Tuesday**  
**Senior Special \$35**  
 30 holes with soft drinks, lunch and 100 yards of golf in a beautiful setting.

**Sandwich after 1P**  
**Wife 1.5 & under Golf for \$1**  
 All events include 100 yards of 100 yards of golf, 1P lunch and 100 yards of 100 yards of 1P lunch.

**New Prodigy Performance**  
 New arrival!

**View the new Spring Lunch and Dinner menus.**

**Treat dad in Father's Day Buffet & Brunch**  
**Sunday, June 21**  
 View the complete menu [getting it](#)

**What Are's Best Golf Golf Course is What Suburban Living Magazine**

**Helpful Links** | **Find It** | **Travel It** | **Forward It**



**Bring the kids out for a round, take a lesson or two and check out some of our upcoming tournaments and events.**

**Individual & Group Lessons**  
 Your next program... Your next begins Aug 17. [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**Adult Senior Day - Sundays - 45. Child Golf Day**  
 The perfect reason to introduce a child to the game of golf. [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**Save the Dates!**  
 We're hosting some of the best of the best... [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**Watch the Majors on one of 13 HDTV's and enjoy weekly menu and drink specials.**

**FOLLOW US:**



**Book your Adult & Junior 27 Hole Golf & Family Package**  
 Offer all areas of our outstanding tournaments and events.

**Adult & Junior 27 Hole - Every Sunday**  
 The perfect reason to introduce a child to the game of golf. [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**Monday & Tuesday Senior Special**  
 30 holes with soft drinks, lunch and 100 yards of golf in a beautiful setting.

**Save the Dates!**  
 We're hosting some of the best of the best... [www.arrowheadgolf.com](http://www.arrowheadgolf.com)

**Watch the PGA Championship on one of 13 HDTV's and enjoy weekly menu and drink specials.**

**Check out our newly remodeled dining lounge.**

**FOLLOW US:**



**FALL IS THE PERFECT TIME FOR GOLF**  
 Enjoy the beauty of fall with our seasonal golf packages.

**Put in Your Fall**  
 Enjoy the beauty of fall with our seasonal golf packages.

**Helpful Links** | **Find It** | **Travel It** | **Forward It**

**FOLLOW US:**

**240 OFF**  
 on all area of our outstanding tournaments and events.

**Check out our newly remodeled dining lounge.**

**FOLLOW US:**



**Thank You for a Great Golf Season!**  
 We hope you enjoyed your time with us this season.

**Put in Your Fall**  
 Enjoy the beauty of fall with our seasonal golf packages.

**Helpful Links** | **Find It** | **Travel It** | **Forward It**

**FOLLOW US:**

**Pro Shop Holiday Clothing Sale!**  
 Receive 30% off 2 clothing items. 50% off 3 items or 60% off 4 or more clothing items.

**Check out our newly remodeled dining lounge.**

**FOLLOW US:**



# 2015 Arrowhead Collage

## NEW Facility Multi-Media Screens



9:27 AM • DECEMBER 2

NOW	THU	FRI
33	40	47

### Upcoming Events

**Weekly Restaurant Specials (Dine-in only)**

**Monday:**  
Burgers \$6  
All draft pints 1/2 off

**Tuesday:**  
Beef Medallions with Grilled Shrimp Scampi \$14.95  
Arrowhead Ale 1/2 off & Select wine bottles \$14.95

**Wednesday:**  
Kids Eat Free\*  
Lime Margaritas \$5

\*Valid with \$10 or more adult entrée purchase; ages 10 & under



Book your next gathering in any one of our elegant spaces...

Arrowhead 8:57 am | Wednesday, December 2 Currently 33° H 37° L 26°

## Main Menu

Welcome	Golf	Restaurant & Bar	Weddings	Rider
Subscribe to Newsletter	Social & Corporate Events	Wheaton Park District Events		

HOME BACK





# Arrowhead Restaurant and Bar



Seasonal menu updates wowed guests with *imaginative menu items* such as the Power Salad and Shrimp BLT in the spring and the Cauliflower Steak and French Onion Chicken Sandwich in the Fall. The fall menu change included an overhaul of the wine list that includes now wines such as Castle Rock Pinot Noir and Klinker Brick Red Zinfandel which are familiar names to the wine drinker. There are also more unique offerings such as the Tricky Rabbit Red Blend, a Carmenere and Cab-Franc blend.

Arrowhead continues to grow their *craft beer following* with new and local brews. Arrowhead hosted their 3<sup>d</sup> Annual Straight From the Tap: A VIP Beer Experience in January. For the third straight year, this event “sold out”.

Part of Arrowhead’s atmosphere is created by well-attended theme nights and events throughout the year. Annual events such as *Mardi Gras, Oktoberfest* and *Ugly Sweater Contest* are enjoyed by many guests. In December 2015, Arrowhead hosted the first ever Kids Theme night. Staff and many kids enjoyed dressing as their favorite Disney character during Kids Eat Free night. Each child who came dressed up, received a complimentary scoop of ice cream. These nights will continue monthly in 2016.

Guests enjoy daily specials such as Monday Burger night, Fish Fry Fridays, Prime Rib Saturdays and Tom’s Fried Chicken Sundays. In 2015, Tuesdays got a whole lot better by offering our *Steak and Shrimp Scampi* dinner,; two beef tenderloin medallions and three grilled shrimp scampi style served with mashed potatoes and asparagus for \$14.95.

One of the best compliments staff receives is simply the fact that people choose Arrowhead as their place to take the family for *Thanksgiving Dinner* and *Father’s Day*. A record number of people come to Arrowhead for Thanksgiving this year, as we made it a memorable day for 475 people!

# Restaurant Menu Sales

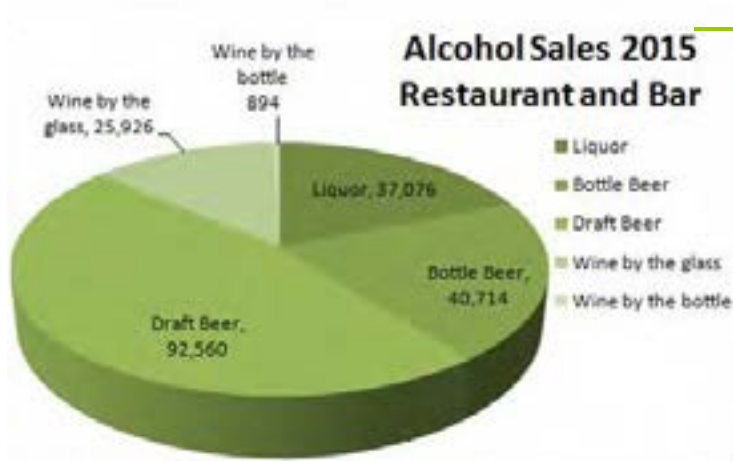
In 2015,

- ✓ **11,231 Monday \$6 Burger Specials** were served  
versus **11,159 Monday \$6 Burger Specials** in 2014.
- ✓ **2,195 Prime Rib Dinners** were sold  
compared to **1,756** in 2014.

	Orders Sold	Percent of All Orders Sold	Dollars Sold	Percent of Dollars Sold
Sandwiches	28,012	19%	\$417,153	25%
Appetizers	26,203	18%	\$258,207	15%
Entrée (Pork-Beef-Poultry)	13,042	9%	\$248,823	15%
Salads- Entrees	8,450	6%	\$112,116	7%
Burgers (Not including \$6 burgers)	7,166	5%	\$85,992	5%
Entrée Seafood	2,801	2%	\$58,065	3%
Soups	8,044	5%	\$33,111	2%
Salads - Side	7,386	5%	\$53,351	3%
Desserts	5,970	4%	\$26,593	2%
A La Carte Breakfast	790	<1%	\$5,276	0%
Sides	2,856	2%	\$11,294	1%
Sliders	4,303	3%	\$43,533	3%
Kids Meals	6,025	4%	\$30,235	2%
Monday \$6 Burgers	11,231	8%	\$66,786	4%
Fish Fry	3,743	3%	\$52,215	3%
Refill Cod	798	<1%	No charge	0%
Prime Rib	2,195	1%	\$48,617	3%
Tuesday Beef and Shrimp (NEW!)	1,354	1%	\$20,242	1%
Tom's Chicken	2,080	1%	\$22,776	1%
Beras Wings	516	<1%	\$2,941	0%
Daily Specials	5,775	4%	\$93,176	6%
<b>Totals</b>	<b>148,740</b>	<b>100.00%</b>	<b>\$1,690,502</b>	<b>1.00</b>



# Beverage Sales



2015 Alcohol Sales	Number Sold	Dollars Sold	Percentage of Dollars Sold
Draft Beer	92,560	386,860	35%
Liquor	37,076	266,297	24%
Wine by the Glass	25,926	211,300	19%
Beer-Bottle	40,714	226,950	20%
Wine by the Bottle	894	29,921	3%
<b>TOTALS</b>	<b>197,170</b>	<b>1,121,328</b>	<b>100%</b>

*In 2015,*

✓ *40,714 Bottles of Beer* were sold.

✓ *4,586 Cocktails* were mixed.

## Halfway House Express Trolley and Beverage Cart Sales



Both the Halfway House Express Trolley as well as the Beverage Cart are welcomed sites to golfers and guests alike for refreshments.

The trolley continues to be an oasis to cool down and review golf scores. It also serves as a resting area for parents with children taking lessons or neighbors simply enjoying the views.

	Number Sold	Dollars Sold	Percentage of Dollars Sold
Non-Alcohol Beverage	19,833	\$ 50,987	27%
Food Sales	15,843	\$ 48,833	22%
Liquor	4,586	\$ 25,906	6%
Beer, bottled	32,522	\$145,115	45%
Sundries (aspirin, lotion)	74	\$ 207	<1%
<b>TOTALS</b>	<b>72,858</b>	<b>\$271,048</b>	<b>100%</b>



# Arrowhead Restaurant Events



**Valentine's Day** menu featured King and Queen cut Prime Rib dinners and Chef's Specials of Filet Surf and Turf and Mahi-Mahi.

**Mardi Gras** continues to be one of Chef Alan's most followed menus. From Gumbo to Redfish to Etouffe, guests flock when this menu is released.

**St. Patrick's Day** was celebrated all week March 11-17<sup>th</sup>. The menu featured Irish Nachos, Sheppard's Pie and, of course, Corned Beef and Cabbage. Drink specials were \$3.17 pints of Guinness and Jameson drinks.

**Cinco de Mayo** is an authentic Mexican celebration! The 27-ingredient mole sauce is prepared from scratch by Chef and a key ingredient in his Chicken Oaxaqueno. The hand-made Queso Fundito and fresh Vera Cruz style Mahi is enjoyed by many.

**Father's Day** was a success again with Chef Alan's Southern BBQ Buffet.. Staff served more than 150 guests from the buffet this year. One lucky dad received a golf package of a round of golf and an Arrowhead golf shirt.

**Thanksgiving** saw 475 people come through our doors to celebrate with their families to enjoy the 4-course traditional thanksgiving dinner of butternut squash soup, salad, turkey and all the fixings as well as dessert.

**Fish Fry Friday** continues to be well attended with an average of 72 orders per week. This is especially popular during Lent when more than 100 orders are ordered per Friday night.

**\$6 Burger Mondays** saw an increase from 11,159 burgers in 2014 to 11,231 burgers sold in 2015. This continues to be one of our most consistent and popular nights.

**Tuesday Beef and Shrimp** was a new special this year and consists of two beef tenderloin medallions and three grilled shrimp scampi with mashed potatoes and asparagus for \$14.95. In 2015 we sold 1,354 orders, averaging 26 sold per week.

**Oktoberfest** is incredibly popular as Chef's menu offers authentic and delicious German-Bavarian food. In the two week run of this menu, 204 ordered the Huner Schnitzel, 169 people craved the Wurstplatte, 73 people attempted to finish the Schweinsaxe (ginormous pork shank), and 76 people enjoyed Chef's Schnitzelwiche. In this time period, we also offered 21 different Oktoberfest style beers from local and foreign breweries .

**New Year's Eve** saw 250 people for dinner, many of which enjoyed the Beef Filet Oscar or the Prime Rib. Everyone enjoyed their complimentary glass of champagne given to each dinner guest to help celebrate the end of another year.





# Arrowhead Food Supply Bid

Arrowhead goes out to bid in August for food supply items when bids are accepted at commodity and fixed pricing. The food bid process along with better food controls has decreased food costs to 35% in 2009, 30% in 2010, 32% in 2011, 29.5% in 2012 and 29.14% in 2013. Costs for 2014 rose slightly to 30.97% with limited retail price increases relative to rising commodities. It is estimated that the bid process saves \$40,000-\$60,000 annually.

Staff has become more aggressive in requesting fixed priced bids as considerable savings had been noticed and charted. The chart below is a sample of fixed pricing comparisons for several line items. Fixed pricing is the price vendors quoted in accepted bids and this price did not waiver during the 12 month period although the reader can see that available commodity pricing out in the market had increased substantially in many line items.

PRODUCT	FIXED PRICE	COMMODITY PRICE 2014-2015												
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Nov	AVERAGE	
<b>BREAD</b>														
Buttery Dinner Roll, hinged 3"round butter roll w/sheen on top	1.83	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02
<b>PAPER DISPOSABLE</b>														
Fuel, Canned, Hot Spot Sterno	1.71	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.94	1.94	1.90	
<b>MEAT</b>														
Bacon, Layflt 14/18 GF Applewood Smoked	4.01	4.25	4.25	4.25	4.31	4.30	4.26	4.11	4.11	4.11	4.00	4.00	4.18	
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	8.31	9.55	9.55	9.45	9.41	9.65	9.76	10.04	10.04	10.04	9.55	9.55	9.69	
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	3.53	3.68	3.68	3.68	3.68	3.98	4.05	4.05	4.05	4.05	4.05	4.05	3.91	
Beef, Tenderloin Medallions, Choice or higher, Fresh 2 oz. Cryo	8.99	12.55	12.55	12.55	12.55	12.55	12.15	12.15	12.15	12.15	12.15	12.15	12.33	
Ribeye steak no/tail prime 6oz	10.95	16.87	16.87	16.87	16.87	16.87	16.87	16.87	16.87	17.10	17.10	17.10	16.93	
<b>SMALLWARES</b>														
Glass, Wine #3783, Libby	2.72	3.01	3.01	3.01	3.01	3.01	3.01	3.01	3.01	3.01	3.01	3.01	3.01	
Glass, Mixing Beverage , 12 oz, Libby	1.90	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	
Spatula, Hi temp, 16.25"	17.86	17.65	17.65	17.65	17.65	17.65	17.65	7.65	17.65	17.65	17.65	17.65	17.65	
<b>PRODUCE</b>														
Lettuce, Romaine, Heart, Iceless	1.52	1.95	1.95	1.95	1.95	2.12	2.12	2.12	2.12	1.80	1.70	1.70	1.91	
Tomato, Plum, Fresh	.84	1.66	1.66	1.10	1.10	0.95	0.95	0.90	0.80	0.80	0.85	0.85	1.06	
<b>DRY GOODS</b>														
Oil, Olive Bland 80/20	8.66	10.82	10.82	10.82	10.82	10.82	10.82	10.82	10.82	10.82	10.82	10.82	10.82	
Sugar, Granulated, Extra	.55	0.88	0.88	0.88	0.88	0.88	0.88	0.95	0.95	0.95	0.95	0.95	0.91	
Shortening, Canola Creamy	0.75	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	1.10	
<b>BEVERAGES</b>														
Coffee, Liquid Colombian Douwebert	65.00	69.78	69.78	69.78	69.78	69.78	69.78	69.78	69.78	69.78	69.78	69.78	69.78	

# Food & Beverage Wage Comparison

<b>Sales (Food &amp; Beverage Only)*</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Restaurant Food & Beverage Sales	\$2,902,748	\$2,529,460	\$2,259,477	\$2,045,168	\$2,031,276
Banquet Food & Beverage Sales	\$2,140,222	\$2,141,030	\$2,137,027	\$2,144,774	\$2,172,071
Total Food & Beverage Sales	\$5,042,970	\$4,670,490	\$4,396,504	\$4,189,342	\$4,203,347
*excludes premium service, room charges, addl. service fees, etc.					
<b>Banquet</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Banquet Servers	\$89,058	\$93,024	\$87,528	\$98,465	\$102,160
Banquet Bartenders	\$9,257	\$10,715	\$8,026	\$8,317	\$10,275
Sales Asst.	\$37,630	\$86,174	\$72,108	\$77,622	\$74,526
Houseman	\$41,497	\$51,537	\$43,950	\$40,584	\$40,099
Total Banquet Part-Time Labor	\$177,442	\$241,451	\$211,612	\$224,988	\$227,060
Part-Time Bqts Labor % from Total Bqts F & B Sales	8.29%	11.28%	9.90%	10.49%	10.45%
Banquet Full-Time Labor Salaries*	\$239,938	\$181,266	\$178,433	\$186,873	\$172,832
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	11.21%	8.47%	8.35%	8.72%	7.96%
*Includes F & B Director (Salary split equally Bqts & Rest)					
<b>Restaurant Front House</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Restaurant Servers	\$93,924	\$120,644	\$126,198	\$115,782	\$117,722
Restaurant Bartenders	\$20,520	\$27,728	\$30,129	\$31,234	\$29,636
Restaurant Host/Hostess	\$38,316	\$39,982	\$34,669	\$34,833	\$34,041
Restaurant Busser/Runner	\$62,384	\$64,558	\$60,105	\$52,558	\$47,353
Restaurant Office	\$15,780	\$14,197	\$14,295	\$9,632	\$15,499
Total Restaurant Part-Time Labor	\$230,924	\$267,109	\$265,396	\$241,039	\$244,250
Part-Time Restaurant Labor % from Total Rest F & B Sales	7.96%	10.56%	11.75%	11.93%	12.02%
Restaurant Full-Time Labor Salaries*	\$155,592	\$148,752	\$147,668	\$143,783	\$124,644
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	5.36%	5.88%	6.54%	7.03%	6.14%
*Includes F & B Director (Salary split equally Bqts & Rest)					
<b>Kitchen</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Dishwasher	\$170,505	\$183,186	\$146,838	\$140,626	\$137,516
Line Cooks	\$258,812	\$296,964	\$293,147	\$350,127	\$347,775
Prep Cooks	\$51,931	\$66,566	\$57,318	\$53,165	\$20,523
Total Part-Time Kitchen Labor	\$481,248	\$546,716	\$497,303	\$543,918	\$505,814
Part-Time Kitchen Labor % from Total F & B Sales	9.54%	11.71%	11.31%	12.98%	12.03%
Kitchen Full-Time Labor Salaries	\$238,895	\$186,976	\$158,965	\$126,967	\$132,127
Full-time Kitchen Labor % from Total F & B Sales	4.74%	4.00%	3.62%	3.03%	3.14%
<b>Overall Part-Time Labor</b>	\$889,614	\$1,055,276	\$974,311	\$1,009,945	\$977,124
<b>Part-Time Labor % from Total F &amp; B Sales</b>	17.64%	22.59%	22.16%	24.18%	23.25%
<b>Overall Full Time Labor</b>	\$634,425	\$516,994	\$485,066	\$457,623	\$429,604
<b>Overall Labor % from Total F &amp; B Sales</b>	12.58%	11.07%	11.03%	10.92%	10.22%

# 2015 Arrowhead Collage Restaurant Marketing

## Print & Web Ads



# 2015 Arrowhead Collage

## Restaurant Marketing

### Signage

**FRESHLY BAKED BREADS**

**WEEKLY SPECIALS**

Monday - \$2.99  
Tuesday - \$2.99  
Wednesday - \$2.99  
Thursday - \$2.99  
Friday - \$2.99  
Saturday - \$2.99  
Sunday - \$2.99

**LIVE COUNTRY MUSIC**

**FEATURING NICK LYNGO**

**FRIDAY JANUARY 30 | 8:30-10:30P**  
**ARROWHEAD GOLF CLUB**

Join Nick Lyngo and his band for an evening of live music. Nick has the talent, skill, and edge of Bob Seger in one package with the live country sound of Steve Martin. Enjoy three hours of music, dancing, and a whole lot of country fun. Only \$12 cover charge.

**LUCKY LUNCH BOX GIVEAWAY**

**Dine with us for Lunch**  
January 30 - February 02, 2015 | 11:30-2P

Enjoy the Lucky Lunch Box Giveaway. It's a chance to win a \$100 Arrowhead Golf Club Gift Basket and valued up to \$200.

Simply dine with us for lunch on any of the following days:

- Monday - February 23
- Tuesday - February 24
- Wednesday - February 25
- Thursday - February 26
- Friday - February 27
- Saturday - February 28
- Sunday - February 29

**Arrowhead**

**SUPER BOWL XLIX GLORY**

**Sunday, February 1**

**\$2 Miller Lite and Coors Light Draft Pints**

**Soc Wings**

**Arrowhead**

**NEW WHISKEY DINNER**  
February 26 | 7P

Enjoy a fine dining dinner paired with live country music.

**Whiskey Dinner Menu**

- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy
- 1/2 Roast Prime Rib with Gravy

**Arrowhead**

**Weekly Specials**

- Monday - \$2.99
- Tuesday - \$2.99
- Wednesday - \$2.99
- Thursday - \$2.99
- Friday - \$2.99
- Saturday - \$2.99
- Sunday - \$2.99

**Arrowhead**

**You know for Golf | Dining | Events**

**Arrowhead**

**"Commit to the India(n) Pale Ale!"**

**GO HAWKS!**

Which beer do you want to drink on game day? It's time to commit to the India(n) Pale Ale! This special brew is brewed with local hops and is perfect for game day. It's the only beer in the Arrowhead area that's brewed with local hops.

**IPA**

Which beer do you want to drink on game day? It's time to commit to the India(n) Pale Ale! This special brew is brewed with local hops and is perfect for game day. It's the only beer in the Arrowhead area that's brewed with local hops.

**Arrowhead**

**Mardi Gras**  
February 4-17, 2015

**Lunch Menu**

- Monday - \$2.99
- Tuesday - \$2.99
- Wednesday - \$2.99
- Thursday - \$2.99
- Friday - \$2.99
- Saturday - \$2.99
- Sunday - \$2.99

**Dinner Menu**

- Monday - \$2.99
- Tuesday - \$2.99
- Wednesday - \$2.99
- Thursday - \$2.99
- Friday - \$2.99
- Saturday - \$2.99
- Sunday - \$2.99

**Arrowhead**

**Here it to go with you!**  
**SC. POCATELLO'S BOY MENU**  
featuring fish recipes and drink specials!

**MARCH 11-17**

**Fish Tacos** - 12 pieces / \$14 lunch  
Hand-cut fresh fish, creamed sauce, green onions, fresh tomato with onion, cheddar cheese.

**Shrimp's Pie** - 12 pieces / \$14 lunch  
Shrimp, cream sauce, cheddar cheese, onion, garlic, fresh tomato with onion, cheddar cheese.

**Shrimp and Crab Cake** - 12 pieces / \$14 lunch  
Shrimp, crab, cream sauce, cheddar cheese, onion, garlic, fresh tomato with onion, cheddar cheese.

Available on March 11-17 only  
\$1.75 price of cashiers | \$1.75 price of cashiers

**Arrowhead**

**GOLF CLUB**

Thank you for dining with us!

[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead**

**Planning a Social Event?**

Arrowhead offers the perfect venue for weddings, showers, graduation parties, golf outings, and anniversary parties.

Pick up a booklet brochure inside!

[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead**

**Mother's Day Brunch**

**May 10, 2015**  
**9:30 am to 2:00 pm**

Featuring Full Brunch Menu and all the Traditional Favorites

Carving Station | Seafood Station  
Dessert Stations | Kid's Station

**\$44.95 adult | \$21.95 children (5-12)**

**Arrowhead**

**RESTAURANT & BAR**

**Celebrate Father's Day!**  
**Southern Style Buffet & Brunch**  
Sunday, June 21, 2015  
10 am - 2:00 pm

Featuring a full breakfast buffet and all the traditional favorites.

**Carving Station | Seafood Station | Dessert Stations | Kid's Station**

**\$44.95 adult | \$21.95 children (5-12)**

# 2015 Arrowhead Collage

## Restaurant Marketing

### Signage



**Mother's Day Brunch**  
 Sunday, May 10 | 9:30A-2P  
 arrowheadgolfclub.org | 630.510.5088



**Celebrate Father's Day!**  
 Southern Style Buffet & Brunch  
 Sunday, June 21 | 10am to 2:00 pm  
 arrowheadgolfclub.org



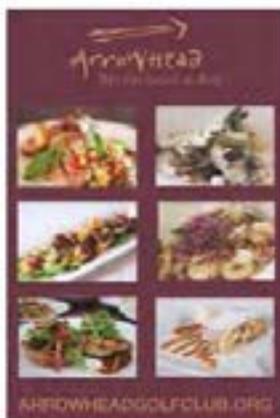
**Arrowhead GOLF CLUB**  
**NOW HIRING**  
**ALL POSITIONS**



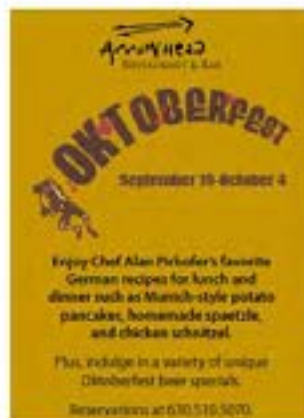
**Arrowhead GOLF CLUB**  
**FOOTBALL SUNDAYS**  
 REGULAR SEASON GAMES  
 Half-Price Wings  
 and MILLER LITE  
 AND COORS LIGHT DRAFTS  
 Weekly giveaways  
 and specials during games  
 Official Beer Sponsor



**Father's Day Buffet**  
 Sunday, June 21  
 arrowheadgolfclub.org



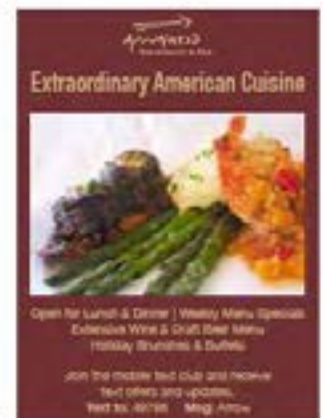
**Arrowhead Restaurant & Bar**  
 ARROWHEADGOLFCLUB.ORG



**Arrowhead Restaurant & Bar**  
**OKTOBERFEST**  
 September 19 - October 4  
 Enjoy Chef Alan Pickler's favorite German recipes for lunch and dinner such as Munich-style potato pancakes, homemade spaetzle, and chicken schnitzel.  
 Plus, indulge in a variety of unique Oktoberfest beer specials.  
 Reservations at 630.510.5000.



**Arrowhead**  
**WEDDINGS, SOCIAL EVENTS, AND SPECIAL OCCASIONS**  
 Romantic meals with elegant embellishments  
 Extraordinary views | Impeccable Service  
 Ask about our personalized party packages at  
 events@arrowheadgolfclub.org



**Arrowhead Restaurant & Bar**  
**Extraordinary American Cuisine**  
 Open for Lunch & Dinner | Weekly Menu Specials  
 Extensive Wine & Craft Beer Menu  
 Holiday Brunches & Buffets  
 Join the middle last club and receive  
 next plates and updates  
 text to: 630-510-5000



**Arrowhead Restaurant & Bar**  
**JOIN US FOR THANKSGIVING**  
 Thanksgiving Dinner  
 Thursday, November 19 | 4:00 pm - 10:00 pm  
 Thanksgiving Brunch  
 Friday, November 20 | 9:30 am - 2:00 pm  
 Thanksgiving Dinner  
 Saturday, November 21 | 4:00 pm - 10:00 pm  
 Thanksgiving Dinner  
 Sunday, November 22 | 10:00 am - 2:00 pm  
 Reservations at 630.510.5000



**Arrowhead Restaurant & Bar**  
**UGLY SWEATER Night**  
**Friday, December 18 | 7P**  
 Winners chosen at 8 p.m.  
**First, Second & Third Place Prizes!**  
 Giveaways throughout the evening!

# 2015 Arrowhead Collage

## Restaurant Marketing

### Eblasts & Facebook Headers



**LIVE COUNTRY MUSIC**

**FEATURING NICK LYNCH**

FRIDAY JANUARY 30 | 8:30-11:30P  
ARROWHEAD GOLF CLUB

Check Out Our New Specialty Special!

Follow Us: Facebook, Twitter, Instagram, YouTube

**STRAIGHT FROM THE TAP**

FRIDAY JANUARY 30 | 7:00-9P

Check Out Our New Specialty Special!

Follow Us: Facebook, Twitter, Instagram, YouTube

**LIVE COUNTRY MUSIC**

**FEATURING NICK LYNCH**

FRIDAY JANUARY 30 | 8:30-11:30P  
ARROWHEAD GOLF CLUB

Check Out Our New Specialty Special!

Follow Us: Facebook, Twitter, Instagram, YouTube

**LUCKY LUNCH BOX GIVEAWAY**

Dine with us and win!

January 5-March 20, 2015 | 11A-4P

Check Out Our New Specialty Special!

Follow Us: Facebook, Twitter, Instagram, YouTube

**NEW WHISKEY DINNER**

February 26 | 7P

Check Out Our New Specialty Special!

Follow Us: Facebook, Twitter, Instagram, YouTube

Purchase Your Tickets Now!

Helpful Links: Facebook, Twitter, Instagram, YouTube

# 2015 Arrowhead Collage

## Restaurant Marketing

### Eblasts & Facebook Headers



**Valentine's Day & Celebrate, February 14th**

Featuring a spectacular King & Queen and House of Lords Dinner with a complimentary gift.

**Other Romantic Dinner & Bar Specials...**

<b>Wine &amp; Cheese</b> \$15.95	<b>Wine &amp; Appetizers</b> \$25.95	<b>Wine &amp; Dessert</b> \$35.95
<b>Wine &amp; Bread</b> \$12.95	<b>Wine &amp; Pasta</b> \$22.95	<b>Wine &amp; Steak</b> \$32.95

**Reservations:** 630.510.5088



**Arrowhead Restaurant & Bar**

## Easter Brunch

**SUNDAY, APRIL 5 | 9:30A - 2P**

**Brunch Menu**  
 Scrambled Eggs - \$5.95  
 French Toast - \$5.95  
 Pancakes - \$5.95  
 Waffles - \$5.95  
 French Omelette - \$5.95  
 French Toast - \$5.95  
 Pancakes - \$5.95  
 Waffles - \$5.95  
 French Omelette - \$5.95

**Traditional Favorites**  
 Ham, Eggs, Potatoes, Fruit, etc.

**20 Minutes and Money Away!**

\$44.95 adult | \$25.95 children ages 5 through 12 | Under 5 complimentary  
**Make Your Reservations Today at 630.510.5088**  
 Tax 17.75% and gratuity 15% additional.

Visit our website for our **Weekend Specials and Live Entertainment Lineup.**

**Helpful Links** | **Post It** | **Send It** | **Forward**



Summer is **SIZZLING HOT** at *Arrowhead*



**Honey Grilled Chicken**



**Easter Brunch**

Celebrate with family!  
**Make your reservations today - 630.510.5088**



**Mother's Day Brunch**  
**May 10**  
 Make your reservations today - 630.510.5088



**Arrowhead Restaurant & Bar**

## Celebrate Father's Day!

**Southern Style Buffet & Brunch**  
**SUNDAY, JUNE 21 | 10A-2:30P**

Choice Steaks | Grilled Wings  
 Southern Fried Chicken  
 Baked Ham | Cornbread with Butter  
 Shrimp Creole  
 Fried Potatoes & Peas  
 Plus a great assortment of Desserts & more!

\$44.95 adult | \$25.95 children ages 5 through 12 | Under 5 complimentary  
**Make Your Reservations Today at 630.510.5088**  
 Tax 17.75% and gratuity 15% additional.

Visit our website for our **Weekend Specials and Live Entertainment Lineup.**

**Helpful Links** | **Post It** | **Send It** | **Forward**



**OKT OBERFEST**  
**September 18-October 4**

Enjoy Great Live Performances, Specialty Dishes, Recipes for social and other events at Arrowhead. **Reservations, Specials, and Entertainment Lineup!**

For complete details on our Oktoberfest event:

- Reservations
- Menu
- Specials
- Entertainment
- Live Performances
- Recipes
- Specials

Reservations at 630.510.5088

**Helpful Links** | **Post It** | **Send It** | **Forward**

# 2015 Arrowhead Collage

## Restaurant Marketing

### Coupons/Incentives



**\$5 off**  
Lunch or dinner with a minimum purchase of \$15.

**STRAIGHT TO THE TAP**  
VIP BEER TASTING EVENT  
January 24 | 1:30-4P  
\$10 VIP Taxes  
\$12 Designated Driver  
Tickets at arrowheadgolfclub.org

34001 Butterfield Road | Wheaton, IL 60187-2088 | arrowheadgolfclub.org



**\$5 off**  
Lunch or dinner with a minimum purchase of \$15.

**WEEKEND SPECIALS**

2015 Arrowhead Road | Wheaton, IL 60187-2088 | arrowheadgolfclub.org



Enjoy the casual atmosphere, extensive sandwich and entrée menu, and live entertainment three nights a week.

**Receive \$10 off a purchase of \$50 or more\***

Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

Wheaton Park District residents and their families are not eligible to win. Must be at least 21 years of age. Winners to be picked on or about March 21, 2015 at the discretion of Arrowhead. Winner does not need to be present to win. Successful e-mail addresses will be added to our e-newsletter list to receive notices about our upcoming events and specials.




**\$5 off**  
Lunch or dinner with a minimum purchase of \$15.

**GET READY FOR FOOTBALL SUNDAYS**

Regular Season Games  
Full Size Wings & Beer (16 and 18 oz Draft)  
From the kitchen to the grill.

2015 Arrowhead Road | Wheaton, IL 60187-2088 | arrowheadgolfclub.org



Thank you for voting!

Please enjoy  
**\$5 OFF**  
lunch or dinner  
today at  
**Arrowhead**  
Restaurant & Bar

Show your election receipt to your server.

34001 Butterfield Road | Wheaton, IL 60187-2088 | arrowheadgolfclub.org



Join us for  
**Mother's Day Brunch**

Sunday, May 10  
Seating 9:30 am to 2:00 pm

Offering full brunch menu items and all the traditional favorites.

**\$10 off Mother's Day Brunch\***

\*Not valid with any other promotions or discounts. Only one per table. Please mention when making reservation and present to your server.

Arrowhead Golf Club  
34001 Butterfield Road | Wheaton, IL 60187-2088 | arrowheadgolfclub.org



**Complimentary Starter**

A country club feel that's open to the public... just don't tell anyone! :)



**\$5 Holiday Bonus**

Valid January - March 31, 2015  
34001 Butterfield Road | Wheaton, IL 60187-2088



**\$10 Holiday Bonus**

Valid January - March 31, 2015  
34001 Butterfield Road | Wheaton, IL 60187-2088



Enjoy the casual atmosphere, extensive sandwich and entrée menu, and daily and weekly specials.

**Receive \$10 off a purchase of \$50 or more\***



**\$10 off**  
Lunch or dinner with a minimum purchase of \$25.

**Host a Memorable Holiday Event with Us**

Arrowhead offers a new and best experience for you and your guests. Featuring unique tables and spectacular winter theme. 10% off holiday partying with this coupon.

34001 Butterfield Road | IL 60187-2088 | arrowheadgolfclub.org



**\$5 off**  
Lunch or dinner with a minimum purchase of \$25.

**Host a Memorable Holiday Event with Us**

Arrowhead offers a new and best experience for you and your guests. Featuring unique tables and spectacular winter theme. 10% off holiday partying with this coupon.

34001 Butterfield Road | IL 60187-2088 | arrowheadgolfclub.org







# Banquets and Events

In 2015, pricing and capacity strategies set in 2014 came to fruition. While overall department sales remained stable, more streamlined booking strategies helped contribute to financial efficiencies. Staff fine-tuned revisions, discounting minimums to develop first quarter business and non-Saturday weddings.

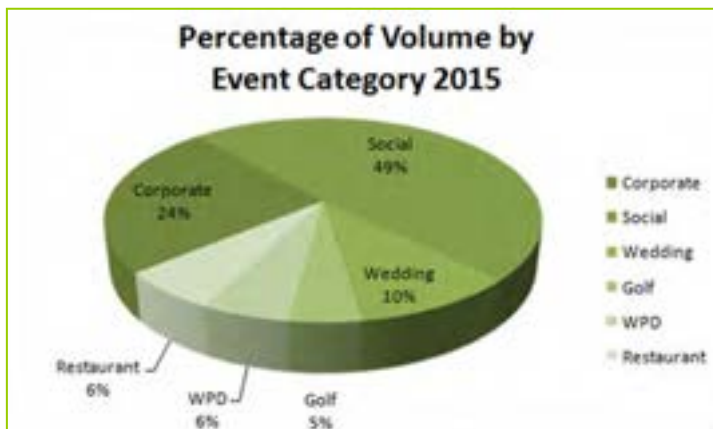
In 2015, Arrowhead hosted an average of

**2.14 banquet events per day**

or 15 events per week.

## 2015 Events Categorized by Type and Volume:

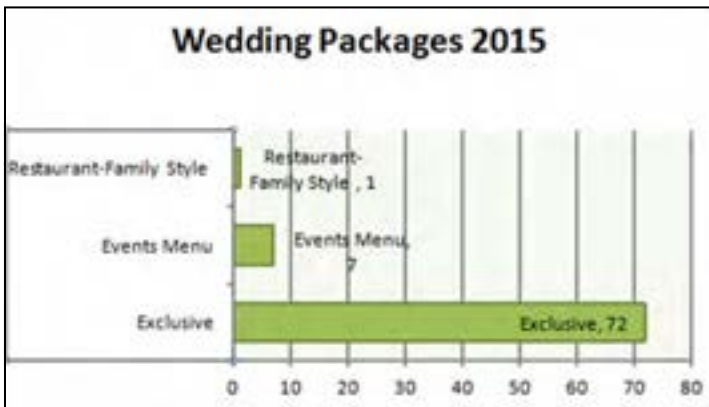
	Corporate	Social	Wedding	WPD	Golf	Restaurant	Monthly Totals
Jan	17	19	2	3	0	3	44
Feb	12	13	2	8	0	3	38
Mar	13	30	4	2	0	0	49
Apr	17	28	2	3	1	3	54
May	14	55	10	2	3	7	92
June	20	48	6	3	7	1	86
July	17	38	9	2	5	3	73
Aug	10	31	9	2	6	2	62
Sep	19	24	10	4	6	10	75
Oct	23	25	13	3	2	10	77
Nov	13	21	5	5	0	2	51
Dec	16	50	8	6	0	5	85
<b>Totals</b>	<b>191</b>	<b>382</b>	<b>80</b>	<b>43</b>	<b>35</b>	<b>49</b>	<b>780</b>



# Wedding Events

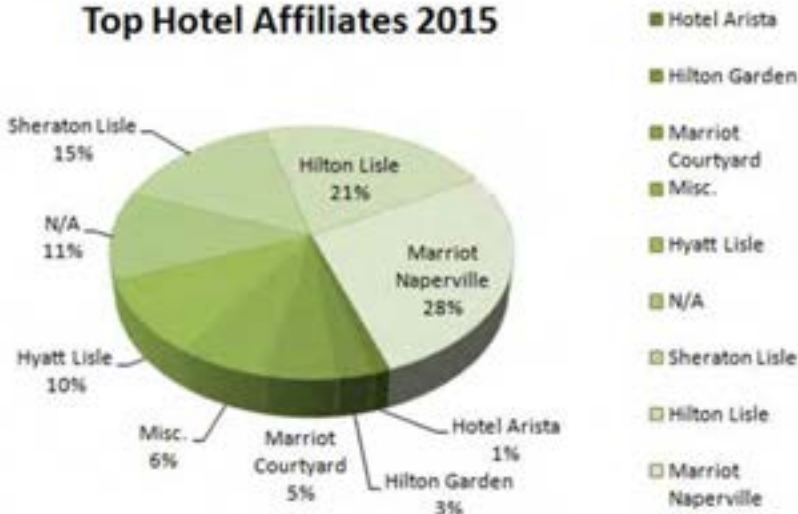


- ✓ The average wedding cost at Arrowhead Golf Club increased nearly 1% to **\$20,923 in 2015**.
- ✓ The 2015 average wedding hosted **148.4** wedding guests versus 164.4 guests in 2014.
- ✓ In 2015, Banquets and Events service and bartender staff served **11,544 wedding guests** as smaller guest lists become the trend.



# Hotel Partnerships

## Top Hotel Affiliates 2015



Local hotel affiliates allow us to offer our brides additional amenities and incentives such as: shuttle service for guests to and from Arrowhead, discounted room rates and room blocks and complimentary upgraded accommodations for the bride & groom on their wedding night.

*More couples choose* the same location to hold their combined event of wedding ceremony and reception (per theweddingreport.com). *Arrowhead Golf Club* continued to offer onsite options for wedding ceremonies both outside as well as inside the ballroom.

The time between outdoor ceremony and reception helps boost restaurant bar sales.

**OUTDOOR CEREMONY**

- ♥ Overall attendance at our outdoor weddings totaled 3,074 guests.
- ♥ Outdoor weddings in 2015 numbered 27 and brought a gross revenue of \$27,978 .
- ♥

**INDOOR CEREMONY**

- ♥ Indoor wedding ceremony guests in 2015 numbered 1,899.
- ♥ Indoor wedding ceremonies in 2015 numbered 15 and brought a gross revenue of \$11,400, an increase over 2014 of 5 indoor weddings and nearly doubled 2014 indoor wedding ceremony gross revenue .



# Wedding Industry Trends 2015

## *It's all here*

A very noticeable trend is to have the reception and ceremony held at the same venue. It is often easier for both the bridal party and wedding guests to have everything take place at the one location. Couples are older and some blending family and faith, so this is an easy option. Arrowhead has seen an increase in ceremonies this year, especially indoor which shows that the venue is as beautiful inside as it is on the outside.

## *A toast to the "Brewlyweds"*

Once a workingman's beverage sold in pop-top cans – craft beer has successfully transformed into a respectable artisanal beverage suitable for wedding receptions, engagement parties, and rehearsals. Couples at Arrowhead are particularly asking for beverages from hometown brewers like Warrenton's Two Brothers.

## *On the list?*

Today's couples are most often paying for their own weddings. Only their closest friends and family are "on the list" making for smaller budgets. They are allocating and prioritizing their wants and needs. While couples will still plan an enjoyable, fun and special day and spend money doing it, they will do so with fewer people.

## *D.I.Y.*

Couples make their own decisions about what they want for their wedding day and most want to enjoy a wedding that is uniquely theirs and one that displays their own sense of style and personal taste. Personal touches (DIY: Do it Yourself) appear throughout the entire wedding. Many are making their own centerpieces, favors, signage, and overall décor.

## *Sweet Spot*

Arrowhead saw many sweet opportunities in 2015. Candy stations were very popular, along with dessert stations and sweet tables. While wedding cake is usually a staple, there were many cupcakes a'tower. Fruit trees, cheesecakes, doughnuts and branded ice-cream were also a part of the sweet ending to many new beginnings.

## *Love from above*

Some photographers are getting in on the action by using drones to capture aerial shots, like the view of the ceremony from overhead and Arrowhead's amazing scenery. Videographers and guests were doing it too by bringing GoPro cameras to the reception.

## *Selfie-sational*

Sometimes, the best pictures aren't the ones captured by your photographer. The 2015 version of the table-shot is being replaced by selfie stations and dazzling backdrops – this is a trendier DIY version of the photo booth popular in 2015.

## *Hashing it out #forever*

In the wedding world, instant gratification is key. It can be difficult to wait weeks (or months) to see the results of professional wedding pictures. Seeing pictures posted during and immediately after the wedding is "on demand". Today's professional photographers are being backed up by a couple hundred guests. Couples come up with their own hash tags and post signs at the reception encouraging guests to tag their special hash. #HappilyEverAlvarez.


The Knot [WEDDING TIPS](#) [REAL WEDDINGS](#) [LOCAL VENDORS](#) [WEDDING + TRAVEL](#) [SHOP](#) [GALLERY](#) [THE BRIDE PRICE](#)

Going to a wedding? Find a couple's wedding registry and website. [VIEW A PROFILE](#)


## A Rustic Fall Wedding at Arrowhead Golf Club in Wheaton, Illinois

[HOME](#) PETER GUBERNAT PHOTOGRAPHY • STUFFYALEX

[FAVORITE](#) [f](#) [p](#) [t](#) [v](#)




**Watch Us**



An Elegant, Autumnal Garden Wedding at Outlands Historic House and Gardens in Leesburg, Virginia

Cassie Reyes (in medical education) and Jason Bruggemann (in marketing) planned a rustic wedding in Wheaton, Illinois, with pros who perfectly drew on their idea. After just a little instruction, they gave Cari Lioce full rein to design the flowers. Their aisle decor fit the theme to a "T" with vintage-style red hydrangeas and branches inside galvanized sap buckets by every row. Of course, Cassie looked beautiful. She walked past each arrangement in a Mori Lee trumpet-style dress and a side-swept curled hairstyle by House Of Koukla. Her bouquet of succulents and red dahlias captured their rustic style. After Cassie and Jason exchanged vows, everyone moved inside Arrowhead Golf Club for the reception. The round tables were paired with a trio of red and yellow roses on natural wooden bases. Burlap runners also accented the centerpieces. Peter Gubernat Photography caught every detail. Every one of their professionals nailed it. How could they not? They were all Cassie and Jason's close friends! When it comes to personalized weddings, it doesn't get much better. Cassie shares a tip: "It's important to pick a vendor whose style fits yours."



### ***Rustic it is...***

Again and again the ballroom is filled with branches, lanterns, and nature-inspired décor. Mason jars, burlap, and lace are all still trendy and probably will be through 2016. But as this trend overwhelms the wedding population, couples try to find a way to make it unique.

In addition to wildflowers, wooden signs and chalkboards for table numbers, couples chose to leave the ballroom's natural rustic appeal "as is" to portray the perfect setting.

Arrowhead was the featured venue in The Knot's "Real Wedding with a Rustic Fall Theme" (see above).

# Banquets Hosts 2015

## Easter and Mother's Day

Banquet staff hosted two large 2015 facility holiday brunches;  
Easter Sunday, April 5th and Mother's Day, May 10.

*539 Easter guests* were served,

generating net profit of **\$8,684.**

\$44.95 per adult, \$21.95 per child (5-12 yrs. old)  
and no charge for children under 5.



<u>Breakfast Station</u>	<u>Seafood Station</u>	<u>Salad Station</u>	<u>Savory Station</u>	<u>Carving</u>	<u>Kid's Station</u>	<u>Dessert Station</u>
Eggs Benedict	Shrimp Cocktail	Asparagus	Penne Pasta	Leg of Lamb	Ckn Tenders	Mini desserts
Scrambled Eggs	Smoked Salmon	Cold pasta	Meatballs	Ham	Mac'n Cheese	Cheese Cake
Sausage	Pastrami Salmon	Potato salad	Tortellini Alfredo	Turkey	Mini corn dogs	Choc Cake
Bacon	Crab Cakes	Garden salad	Chicken		Tator Tots	Carrot Cake
Hash Browns	Sushi	Spring greens	Green beans			Build your own
Blueberry Blintz	BBQ Bass	Romaine	Carrots			parfait
Waffles		Asstd. dressings	Potatoes			
Cheese display			Gravy			
Fresh fruit						
Breads						
Made-to-order omelets						

*427 Mother's Day guests* were served,

generating net profit of **\$6,493.**

\$44.95 per adult, \$21.95 per child (5-12 yrs. old)  
and no charge for children under 5.



<u>Breakfast Station</u>	<u>Seafood Station</u>	<u>Salad Station</u>	<u>Savory Station</u>	<u>Carving</u>	<u>Kid's Station</u>	<u>Dessert Station</u>
Eggs Benedict	Shrimp Cocktail	Asparagus	Penne Pasta	Prime Rib	Ckn Tendrs	Mini desserts
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Waffles		Asstd. dressings	Potatoes			
Cheese display		Pasta salad	Gravy			
Fresh fruit						
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Made-to-order omelets						



# 2015 Arrowhead Collage

## Event Marketing

### Print & Web Ads

**Arrowhead GOLF CLUB**

Receptions, Rehearsals, and Showers | Indoor & Outdoor Ceremonies

Now offering clearance prices of up to \$20 off per guest on remaining 2015 dates as well as discounted functions and indoor receptions for all peak 2016 dates!

26W151 Butterfield Road | Wheaton, IL 60157 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

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[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead GOLF CLUB**

Plan your next event or meeting with us!

Receptions | Rehearsals | Bridal & Baby Showers | Church Suppers | Business Meetings

**Arrowhead GOLF CLUB**

Weddings for all seasons...

There's only one bride each night, so our focus is on you and your guests.

- Beautiful golf course views
- Indoor and outdoor ceremonies
- Great catering and service
- Beautiful lighting
- Professional photographers and videographers
- All-in-one location. Save time & money. Reserve all your vendors at Arrowhead Golf Club.

26W151 Butterfield Road | Wheaton, IL 60157 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

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26W151 Butterfield Road | Wheaton, IL 60157 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead GOLF CLUB**

**Spectacular Views**

More than 7 Unique Rental Spaces

- Social & Corporate Functions
- Weddings
- Baptism, Communion
- Meeting & Golf Outings
- Memorial Luncheons & Confirmation Celebrations
- Restaurant & Bar
- Rehearsal Dinners
- Bridal & Baby Showers

[arrowheadgolfclub.org](http://arrowheadgolfclub.org) | 26W151 Butterfield Road | 630.653.5800

**Arrowhead GOLF CLUB**

Weddings for all seasons...

There's only one bride each night, so our focus is on you and your guests.

- Beautiful golf course views
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- Great catering and service
- Beautiful lighting
- Professional photographers and videographers
- All-in-one location. Save time & money. Reserve all your vendors at Arrowhead Golf Club.

26W151 Butterfield Road | Wheaton, IL 60157 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

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26W151 Butterfield Road | Wheaton, IL 60157 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

Happy Holidays from **Arrowhead GOLF CLUB**

Arrowhead offers you and your guests a year of a kind experience featuring unique culture and spectacular views.

Get us about our holiday party packages!

26W151 Butterfield Road | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

**Arrowhead GOLF CLUB**

- Baptisms
- First Communion
- Confirmations
- Bridal Showers
- Rehearsals
- Memorials

All packages include coffee, tea, iced tea, and choice of soup or salad. Upgrade to passed hors d'oeuvres and bar packages. Less than 10 minutes from St. Michael.

[arrowheadgolfclub.org](http://arrowheadgolfclub.org) | 26W151 Butterfield Road | 630.653.5800

# 2015 Arrowhead Collage

## Event Marketing

Eblasts. Social Media, & Print

Arrowhead Weddings

*Weddings for all seasons...*

Thank a bride  
*one bride at a time*

She serves us up  
*you & your guests*

Bookings for 2015 are filling up quickly!

www.arrowheadgolfclub.org | 630.653.5802 | events@arrowheadgolfclub.org

2015 Weddings: 1000, 1500, 2000, 2500, 3000

Specialty Events: Golf, Tennis, Banquet, Reception

Arrowhead Golf Club | 20011 Clubhouse Road | Wheaton, IL 60187  
630.653.5802 | www.arrowheadgolfclub.org

Arrowhead WEDDINGS

Only one couple each night...

Host a memorable event at  
**Arrowhead Golf Club**

Featuring unique holiday packages!

Choose from our Holiday, Buffet and Cocktail Party formats to best suit your needs!  
[View our Holiday Packages brochure online.](#)

Reserve your event by November 20 and receive a complimentary upgrade!

Text: Arrow To: 49758

**FOLLOW US**

Facebook: Arrowhead Golf Club  
Twitter: Arrowhead Golf Club  
LinkedIn: Arrowhead Golf Club  
Instagram: Arrowhead Golf Club

Arrowhead Golf Club | 20011 Clubhouse Road | Wheaton, IL 60187  
630.653.5802 | www.arrowheadgolfclub.org

Host a memorable event at  
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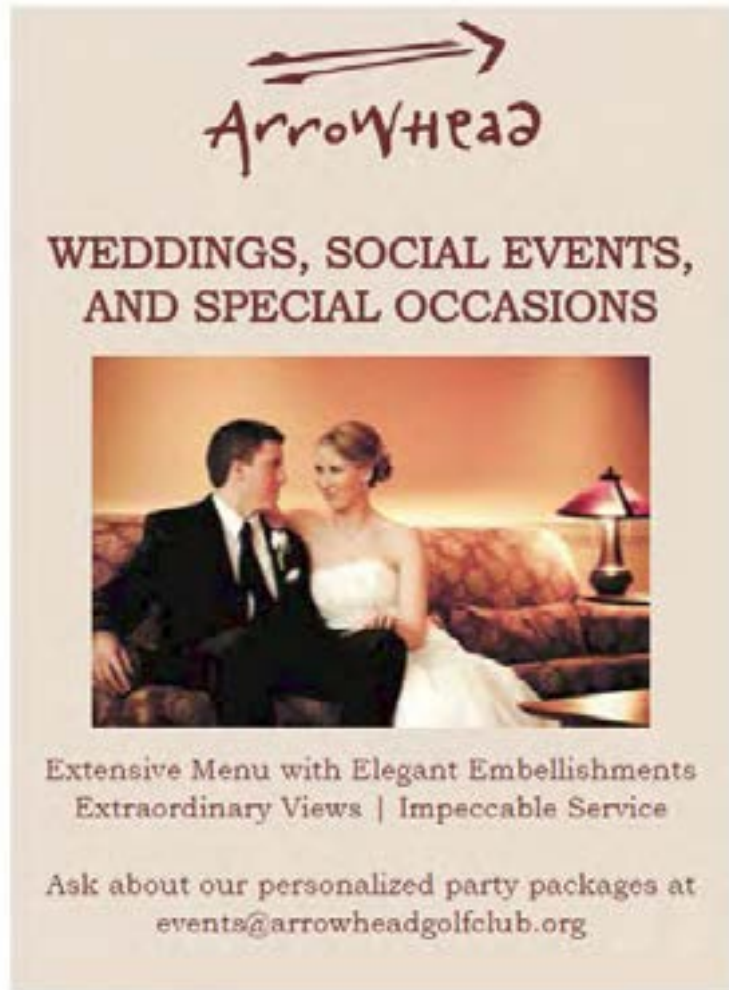
Contact [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org) or call 630.653.5802

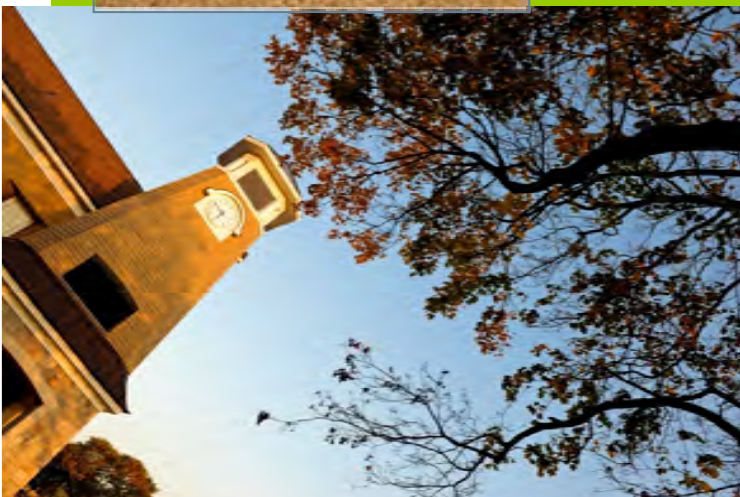
Arrowhead GOLF CLUB

# 2015 Arrowhead Collage

## Event Marketing

### Signage





# Arrowhead Marketing

## Marketing Overview 2015

*Arrowhead Golf Club* impresses visitors the minute they walk up to the clubhouse, swing a club on the golf course or enjoy lunch or dinner in the restaurant.

The facility is complete with

a *27-hole golf course and driving range*,

a *restaurant and bar*

and *seven banquet spaces* to accommodate events and corporate meetings.

Arrowhead continues to market all aspects of the facility and its amenities and services. Primarily, marketing focuses on *maintaining its strong brand image* while retaining past and current customers and generating new customers.

Staff is proud to list the following highlights of various mediums that were utilized and proved to be *successful in 2015*.

# Marketing Overview

## *Print Advertising*

Print advertising includes local and regional newspaper and magazine publications such as the Chicago Tribune, Daily Herald, Suburban Life, West Suburban Living, Naperville, Windy City Guide, Danada Life Magazine and Inside Wheaton. In addition, we promote our facility through local directories such as the Restaurant Directory, DuPage Convention & Visitors Bureau Visitors Guide, Naperville Chamber, and Wheaton Chamber directories..

## *Website Advertising*

Website advertising plays a large part in our marketing success. Web advertising includes the following: Directories: these are paid listings such as Yelp.com, CitySearch.com, and Uniquevenues.com. In addition, unpaid listings include zvents.com, foodio54.com, gatheringguide.com, googlemaps.com, superpages.com, hereschicago.com, manta.com, and eventective.com.

Banner Ads: Web ads are valuable as they provide a direct link to the Arrowhead website, contact information and/or event registration. Ads have been placed on websites such as napervillechamber.com and wheaton-patch.com. Arrowhead's presence on many of the event websites and directories provide us with direct leads coming straight to us through email. Below is an example of the number of leads that are generated from Eventective, an online planning and booking website for weddings and social events.

Number of visitors to our listing	2,050
Website clicks (Number of visitors that came to our website from Eventective)	521
Direct referrals (Visitors that contacted Arrowhead Golf Club from listing)	48
Phone calls (Calls received from mobile devices)	11
Competitive leads (Business generated in our area)	381

Through YELP.com, Arrowhead received 7,823 user views. 1,800 leads from users that either clicked through to the website, retrieved directions to the facility or placed a call to Arrowhead. Over half of all users came from mobile devices.

## *E-commerce Marketing*

Eblasts continue to prove valuable. They are scheduled on a monthly basis to our subscribers and provide a link to the website which includes registration or direct contact information. At the end of each year, we review and evaluate which blasts were more successful based on open rates/click through rates/outcomes.

## *Social Media*

Arrowhead utilizes Facebook and Twitter to announce various events, restaurant offers, event specials, live entertainment and general facility announcements. In addition, we are able to boost specific posts to increase the number of people that the message will reach.

## *On-site marketing*

Up-to-date signage is displayed and rotated on a regular basis. This includes banners at the Butterfield Road entrance, metal frames at the pro shop and restaurant entrances as well as signage inside the facility and table tents on the restaurant tables and bar area. Additionally, we distribute various coupons and incentives to cross country skiers, golf league participants, permanent tee players and seniors and restaurant patrons.

## *School/Community Outreach*

Arrowhead continues to be a destination for school and community groups. During football season, we provide a light snack area for fans after local high school games. We advertise in their directories, sport and choir programs, discount cards and participate in local fundraisers. We generously provide foursomes of golf and discounts to other community groups such as Rotary Club, Kiwanis, local school Parent Teacher Associations, and many others.

## Product

Arrowhead Restaurant presents a lunch and dinner menu offering a wide range of favorites like burgers, sandwiches, homemade soups and entrees. The menu is refreshed in the spring and fall/winter to include seasonal favorites. New in fall/winter of 2015 was the addition of a smaller and larger salad option and a few new unique entrees such as winter squash tortellini and cauliflower steak.

To accompany the unique menu offerings, Arrowhead offers a vast selection of wines and craft beer specials. The restaurant features weekly specials which include Burger Monday, Steak Medallions on Tuesday, Kid's Eat Free on Wednesday's, Half-price appetizers on Thursday's, All-you-can eat beer battered cod on Friday's, Prime rib on Saturday and Fried chicken on Sunday's.

Lunch is served daily from 11am to 4pm and dinner from 4pm to 9:30pm on weekdays and 10:30pm on weekends. Food and beverage service closes at 9pm Sundays. An a-la-carte breakfast menu is available on Saturday's and Sunday's from May through October.

## Price

The menu is priced in line with other competing restaurants. Appetizers or starters range from \$9 to \$13, sandwiches from \$10 to \$65 and entrees \$16 to \$26. Beers range from \$4 to \$12, wine by the glass from \$8 to \$12 and well alcohol drinks are \$5.50.

## Place (location)

Arrowhead is located in south Wheaton and within the boundaries of DuPage County. It is close to Danada Square East and West and Town Square shopping centers. Wheaton's population is close to 60,000 which puts them in the middle of their neighboring towns. Naperville boasts about 144,000, Glen Ellyn at 27,700, Warrenville at 13,300 and Lisle at 22,700.

## Promotion

Arrowhead Restaurant implemented many successful promotions and special menus for various holidays. These include:

Lucky Lunch Box Giveaway (January – March)	Mother's Day Brunch
Ugly Sweater Night (December)	Father's Day Buffet
Superbowl Sunday	Easter Brunch
Scotch/Whiskey Dinner	NFL Sunday Specials
Beer & Wine Tastings	St. Patrick's Day
Mardi Gras	Oktoberfest
Cinco de Mayo	March Madness
Thanksgiving Dinner	New Year's Eve Dinner
Weekly Specials, like Fish Fry Friday's, Kids Eat Free on Wednesdays	

## Website (header)

### Website Traffic & Statistics

We continue to collect data about the traffic to the Arrowhead Golf Club website through Google Analytics. This traffic is then analyzed as it equates to online inquiries, reservations and event registrations. Traditionally staff will see spikes in traffic as a result of e-blasts and web promotions and see a decrease in traffic after holidays or completion of a golf season.

In 2015, Arrowheadgolfclub.org had more than 240,548 page views. The chart to the right is a record of website pages most viewed.

The Arrowhead mobile site had 74,774 page views. More information listed in the golf marketing section.

## On-Line Request Forms

These online request forms are available on the wedding and events website pages. These are utilized to secure event requests and to allow us to capture vital information about how and where our customers heard about us. During 2015, we received a total of 975 event inquiries through the Arrowhead website.

Website pages most viewed	
Golf home page	29,151 views
Wedding home page	25,936
Golf Pricing	18,726
Menus	14,188
Golf scorecard	9,341
Events and Specials	14,780
Wedding Gallery Photos	6,928

# Marketing Overview

## Mobile Text Campaign

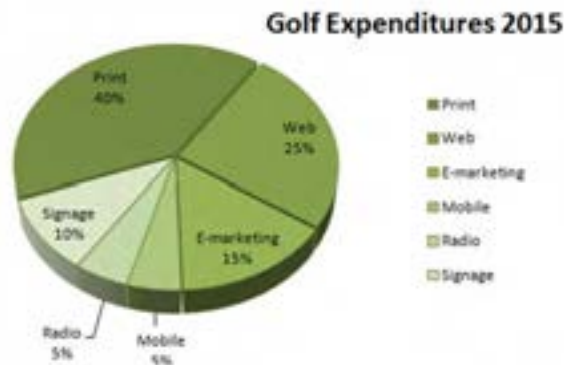
Through the mobile campaign, patrons are encouraged to text in to win a free appetizer at Arrowhead and are committing to receiving regular text updates.

In 2015, we distributed a total of 18 mobile text campaigns and recruited a total of 656 subscribed customers. These campaigns included restaurant offerings such as half-price appetizers during Black Hawks games, free appetizer with purchase of 2 entrees, \$5.00 off a purchase of \$25 or more, \$10.00 off a purchase of \$50.00 or more, free dessert with the purchase of two entrees, and golf offerings such as free riding cart with 18 hole paid round or free large bucket of range balls.

**NEW touch screen displayed at the restaurant entrance had a total of 61 people that, through their interaction with the screen, clicked through to the Arrowhead website.**

## Marketing Concentration

The chart below indicates our marketing expenditures for 2015 in relation to print, web, ecommerce and other mediums such as direct mail, signage, and broadcast media. The majority of the expenses were absorbed with magazines, newspapers and industry specific print publications. The second largest was web advertising.



## Coupons

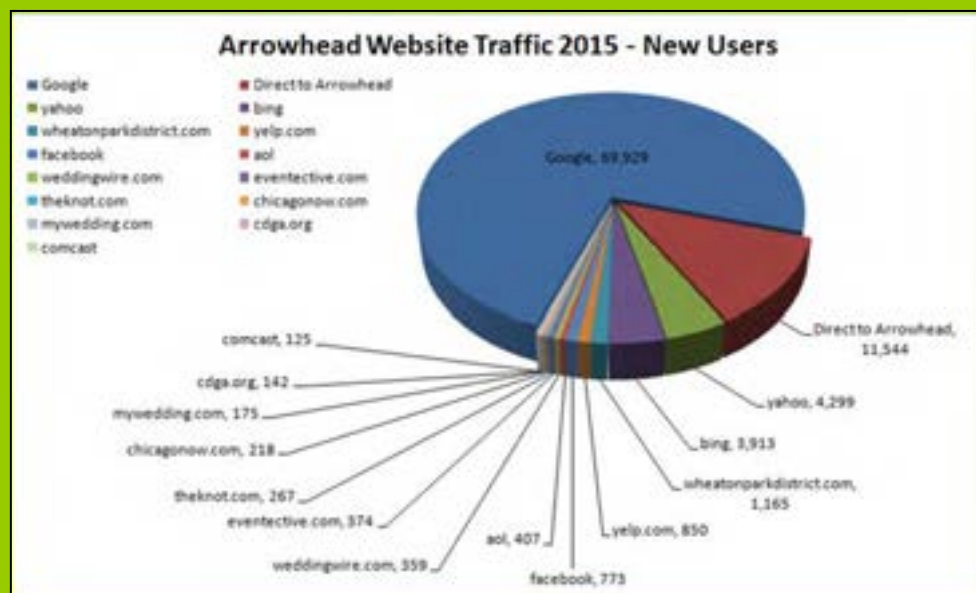
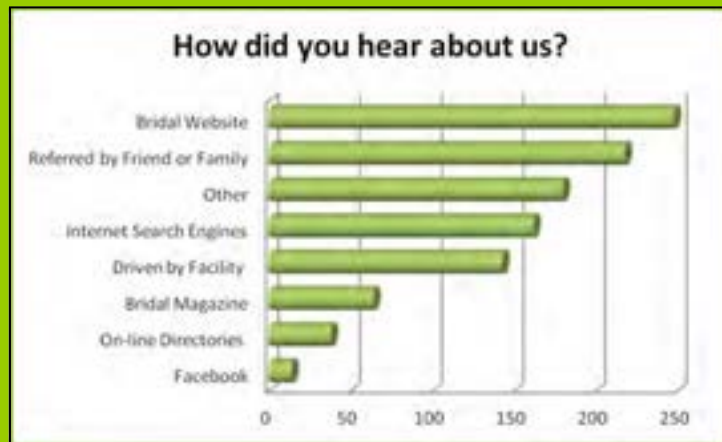
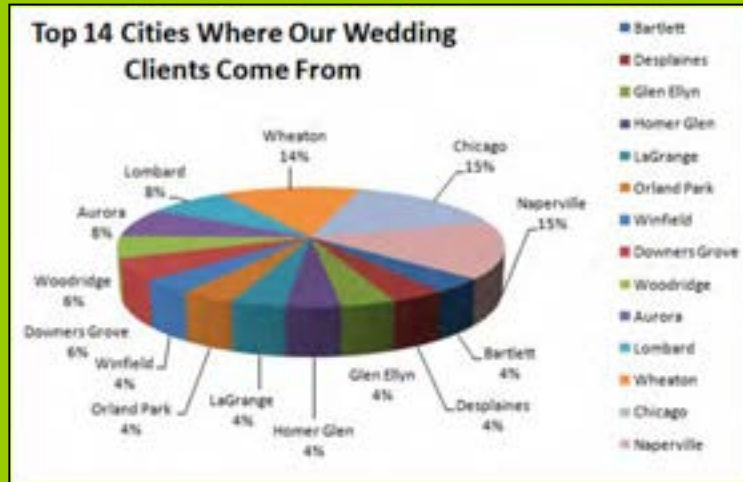
Discount Type	Redeemed Coupon	Redeemed Coupon
Free Kids Meal	1,120	\$5,755.00
Rams 10% off Card	896	\$1,392.00
Birthday Dessert	657	\$3,713.00
WWS 5 off \$25	560	\$2,800.00
Rams Cheer Check	475	\$4,748.00
WWS 10% off Card	350	\$2,049.00
WWS Free App	244	\$2,311.00
\$10 Holiday Voucher	201	\$2,010.00
Free App Card	195	\$2,080.00
WWS Mini Free App	152	\$1,451.00
\$5 Val Pak	103	\$515.00
Eblast 10% off	76	\$88.00
Diner's \$5 off \$25	56	\$280.00
\$5 Holiday Voucher	41	\$205.00
Dining Certificates (AGC)	34	\$946.00
Text Free App	26	\$279.00
A Gift For You (WPD)	17	\$668.00
\$5 Voter Coupon	16	\$80.00
Text \$5 of \$25	12	\$60.00
Text Free Dessert	2	\$4.50
\$10 Easter Coupon	2	\$20.00
<b>TOTAL</b>	<b>5,235</b>	<b>\$31,454.50</b>

## E-blasts

For 2015, Arrowhead distributed a total of 23 eblasts to promote special events, new menu roll outs, seasonal updates, weddings and social events and special menu offerings. The blasts averaged an open rate of 26% of which 60 percent were from computer users and 40 percent were from mobile phones. The average click-through rate was 10%.



# Marketing Overview



# Arrowhead Gives Back



**Arrowhead's Executive Chef, Alan Pirhofer**, joined twenty four other chefs Sunday, November 1, 2016 at Northeastern Illinois Area Agency's 24th Annual **Celebrity Chef's Brunch** held at Drury Lane Oak Brook to benefit Meals on Wheels' Brunch themed "Lights, Camera, Action to Cut Hunger". NBC 5's award-winning meteorologist Andy Avalos returned as Master of Ceremonies.

Agencies like this one have taken the lead in supplying home-cooked meals to at-risk seniors. Approximately **\$125,000 was raised** through the collective work of these twenty chefs and the agency during this single event that provided the ability to deliver nutritious meals throughout the area.

Chef Alan and his team prepared and served:

**Beer Braised Pork Belly with Roasted Pears, Arugula, Spiced Pumpkin Seeds**

# Arrowhead Gives Back

## Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated gift certificates in 2014 to many local causes, most of whom are listed below:

Youth Services	Flying for Hope	On Par Golf Event
Addison Park District	Fox Valley Hospice	Palatine Park District
All Saints Catholic Academy	Franklin Middle School	Paramount Theatre
American Brain Tumor Assoc	Friend of Dupage County Animal Care	Pleasant Hill Elementary
American Legion	Geneva Park District foundation	Rally for the Cure
Avon Walk for Breast Cancer	Giant Steps	Sandburg Elementary
Baird & Warner for Taste of Wheaton	Glen Ellyn Rotary	SCARCE
Bartlett Park District	Glenbard South HS Boosters	Schaumburg Park Foundation
Batavia Foundation	Glenview Park Foundation	Southern Illinois University
Benedictine University Police Dept	Goombay Bash for Cancer	Spectrios
Bombshell Bullies	Hackers Classic	St Baldrick's Naperville
	Hanover Park Park District	St Francis HS
BR Ryall YMCA	Hawthorne Elementary PTA (	St. Alexander Catholic School
Bridge Communities	Highland Park Park District	St. John the Baptist Catholic School
CARES Cuisine	Hoffman Estates Park District	St. Michaels School
Carol Stream Chamber	IAPD Legislative golf outing	St. Michaels Trivia Night
Carol Stream Prof. Firefighters Assoc	Indian Boundry YMCA	Suburban Music
Carol Stream Rotary	Jefferson	Synapse House
Cepin Family (Whittier Student)	John Barton Memorial	Teen Parent Connection
CHAD	Jr. Achievements	The Natural Resources Committee Geneva
Channahon Park District	Kane County Chiefs of Police Assoc	Tri County SRA
Children's Organ Transplant Assoc	Kiwanis	Trout Unlimited
Churchill Elementary	Knights of Columbus	Uncorked
Clare Woods Academy	Leisure Center Holiday Gala	VFW
Connection of Friends	Lemont Police Benevolent Assoc	Waukegan Park District
Conservation Found Earth Day benefit	Lions Club	WDSRA Charlie Long outing
Cosley Classic Golf Event	Lisle Area Chamber	West Chicago Park District
CS baseball	Lockport Township Park District	West Chicago Professional Firefighters
Danielle Joy Peterson Elem- Naperville	Longfellow Elem for Spring Fling	West Suburban Community Pantry
Deerfield Park District	Longfellow Pack 163	Westin Hotel Lombard
DeKalb Park District	Lowell Elementary	Wheaton Chapter Infant Welfare Society
Directors Holiday Luncheon	Madison Elem PTA Winter Carnival	Wheaton Junior Woman's Club
Dupage Convalescent Foundation	Maggiano's/Make a wish	Wheaton Montessori
Dupage County 4H Foundation	Marianjoy Foundation	Wheaton North Girls Softball
Dupage County Farm Bureau	Marklund Home	Wiesbrook Fun Fair
Dupage Foundation	Max Lacewell Foundation	Winfield Park District
Dupage Homeownership Center	Muscular Dystrophy Assoc.	Winfield Schools PTO
Dupage PADS	Metropolitan Family Services	World Relief Dupage/Aurora
Dupage Symphony Orchestra	Midwest Coun Children with Disabilities	WPD Casino Night
Edison Middle School	Milton Township	WWS & Wheaton North HS Safe Prom
Educare of West DuPage	Monroe Middle school	WWS Tiger Alum
Edward Foundation	Midwest Shelter for Homeless Veterans	WWSHS Band
Electric Association	Naperville Humane Society	WWSHS Orchestra
Elmhurst Park District	Natural Resources Committee of Geneva	
Emerson Elementary PTA	Neighborhood food pantries	
Epilepsy Foundation	New 200 Foundation	
Family Shelter Services	Northern IL Food Bank	

# Arrowhead Gives Back to the Community

Arrowhead Golf Club had the ability to donate both time and space to the Wheaton Park District and its' affiliates. The following chart gives insight to the groups that benefited from the golf club in 2015.

<b>Breakdown of Space Donated to WPD and Affiliates 2015</b>	<b>VALUE OF SPACE</b> <i>Represents the minimum cost for an outside group to rent the space.</i>	<b>COST TO ARROWHEAD</b> <i>Includes set up, labor, linen and food &amp; beverage fees.</i>
<b>ADMINISTRATION</b> <i>Events hosted by Wheaton Park District internally such as meetings.</i>	<b>\$25,477</b>	<b>\$7,643</b>
<b>COMMUNITY</b> <i>Space given to groups such as WWSHS or Chamber.</i>	<b>\$7,279</b>	<b>\$691</b>
<b>RECREATION</b> <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	<b>\$20,504</b>	<b>\$1,435</b>
<b>Total Donation from AGC</b>	<b>\$53,260</b>	<b>\$9,769</b>

Arrowhead Golf Club was able to work with groups directly and indirectly involved with Wheaton Park District and the community to help make their fundraisers and events more successful. The following chart gives insight to groups who received discounted pricing on behalf of the golf club. "Discount/Donation" represents the retail value of the event, less the cost to the group.

	<b>2015 DISCOUNT/DONATION GIVEN</b> <i>Represents the retail value of the event less the cost to the group.</i>
<b>ADMINISTRATION</b> <i>Includes WPD Appreciation Mixer, Leisure Center, and other use of space by WPD</i>	<b>\$64,062</b>
<b>COMMUNITY</b> <i>Includes WPD affiliates such as Wheaton Chamber, WWSHS, WDSRA, PRC</i>	<b>\$7,559</b>
<b>COSLEY FOUNDATION</b> <i>Includes events such as the Cosley Golf Outing, Paws for Breakfast, and other special meetings and events.</i>	<b>\$24,672</b>
<b>RECREATION</b> <i>Wheaton Rams Dinner Dance, Holiday Party and other special events.</i>	<b>\$8,931</b>
<b>Total Donation from AGC</b>	<b>\$105,224</b>

## Wheaton High Schools

- ✓ The boy's and girl's teams from Wheaton Warrenville South and Wheaton North use Arrowhead as their home courses.
- ✓ The rounds and greens fee numbers shown below include the free rounds that are donated for matches and practice during the season.
- ✓ All greens fee figures are based on the 9-hole Junior Resident rate of \$16.50.
- ✓ Players are given a small bucket of balls before playing a round of golf.



<b>High School Golf</b>	<b>WWSHS</b>	<b>WNHS</b>	<b>TOTAL</b>
<b>Rounds</b>	404	448	852
<b>Green Fees</b>	\$6,666	\$7,392	\$14,058
<b>Range Balls</b>	\$2,020	\$2,240	\$4,260
<b>Total</b>	<b>\$8,686</b>	<b>\$9,632</b>	<b>\$18,318</b>



# Arrowhead Gives Back to the Community

## Employing Wheaton Residents

Arrowhead acknowledges that the secret to our success is the support of our Wheaton resident staff! Many of Wheaton's 55,416 residents are affected by Arrowhead Golf Club's community involvement through employment.

Area of Employment	Total 2015 Wages, by Area, to Wheaton Residents
Administrative	\$ 224,016
Golf Maintenance	\$ 140,764
Golf (Pro Shop, Ranger, Starter)	\$ 128,674
Kitchen	\$ 151,655
Restaurant	\$ 193,803
Beverage Cart	\$ 6,670
Banquet	\$ 68,749
<b>TOTAL</b>	<b>\$ 927,580</b>

### Fundraising for Cosley Zoo and Wheaton Park District

**PAWS for Breakfast** is held to kick off Cosley Zoo's Run for the Animal's 5 and 10K run. The breakfast is provided by Arrowhead and consists of eggs, hash browns, pancakes, sausage, orange juice, milk and coffee. Arrowhead's vendors graciously provide the menu ingredients as a donation.

*A total of 448 PAWS breakfasts were served in 2015.*

**Cosley Classic Golf Outing 2015** and its 168 golfers, sponsors silent auction, gimmick holes, raffle and mulligans raised more than \$35,174 to benefit Cosley Foundation. Arrowhead provided the entire golf course to participants. Lunch and dinner for the golfers and dinner guests were provided through Arrowhead vendor food donations.

*208 steaks were grilled-to-order  
and served within 20 minutes.*

## ARROWHEAD GIVES BACK—2015 TOTAL VALUE

Donated Meeting Space	\$ 53,260
Discounts to WPD and Affiliates (Cosley shown separately)	\$ 77,095
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$18,318
Cosley Foundation Fund Raising	\$ 24,672
Employment	\$927,580
<b>TOTAL Value Arrowhead Gives Back</b>	<b>\$1,100,923</b>

# Training

## Banquets and Events

### Office Personnel

- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irrate customers (5.) Workplace violence
- ◇ Staff has taken the CPR Certification class offered through the park district.
- ◇ Many staff participated in PDRMA training specific to back injury prevention.
- ◇ Staff review storm and emergency procedures and evacuation training.
- ◇ Staff is Basset certified and has earned their food handler certificate.

### Service, Bartender & Housemen Staff

- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irrate customers (5.) Workplace violence
- ◇ All leadership staff has taken the CPR Certification class offered through the park district.
- ◇ Staff participated in PDRMA training specific to back injury prevention.
- ◇ Staff reviews storm and emergency procedures and evacuation training.
- ◇ Staff is Basset certified and has earned their food handler certificate.
- ◇ Staff meetings take place just prior to the day's event. These meetings cover client specifications, special diet information, specific details and guest accommodations. The meeting content always includes reminders of service regulations and the re-examination of events passed and what can be done to improve them.
- ◇ Staff is consistently trained to impart the importance of safety/sanitation procedures to be followed daily.

## Restaurant Front House

- ◇ Each department continues implementation of their training upon hiring. The manuals follow detailed parameters of jobs and detailed steps of service by position. These were augmented with informational appendices with narrative, charts, pictures, etc. to aid each employee in their understanding of the job.
- ◇ Training outlines were created to detail the objectives of each stage of training by shift. Daily quizzes as well as a comprehensive final exam are part of the training regimen.
- ◇ All new hires receive an orientation regarding WPD and general Arrowhead policies.
- ◇ Pre-shift meetings are held with staff daily. Sanitation, policies, procedures, and areas that need improvement are discussed.
- ◇ Daily pre-shift meetings are held to review issues of the day such as safety, WPD events and promotions at Arrowhead.
- ◇ Management participates in weekly meetings to review procedures and policies of the department and sales initiatives.
- ◇ Trainings are also held to test and train on new food and beverage items throughout the year.

## Restaurant Kitchen Training

- ◇ Training in the kitchen is an ongoing, daily process.
- ◇ Kitchen pre-shift meetings are held with staff daily. Sanitation, policies, procedures, and areas that need improvement are discussed.
- ◇ New methods and techniques are explained and demonstrated to staff.
- ◇ Specials and/or new menu item cooking procedures are demonstrated to all kitchen staff.
- ◇ Specials are discussed and tasted with both service staff and kitchen prior to service.
- ◇ Daily check of product by culinary management assures quality and determines areas that require additional training.
- ◇ Cross-training kitchen staff at different stations allows for flexibility in scheduling.
- ◇ Trained staff and implemented new station quality line check forms
- ◇ Trained staff and implemented new opening, closing and temperature checklists
- ◇ Annual group training: harassment, kitchen safety, food safety and storage.



## Golf

In-service training has always been an important part of what we do at Arrowhead. In 2014, we made sure all employees received relevant training at least once a quarter. Training is done using videos and printed materials obtained through PDRMA and are followed up with discussion and demonstration where appropriate.

Employees are trained in groups based on the area in which they work so not all topics are covered with every employee.

Topics included:

### Spring

- ◇ Employee Orientation
- ◇ Break Policy and Log
- ◇ Harassment Training
- ◇ Machine Safety
- ◇ Emergency Situations and Procedures (on course injuries to guest and staff and weather)
- ◇ Customer Service
- ◇ Conflict Resolution

### Summer

- ◇ Heat Safety and Hydration
- ◇ Golf Course Etiquette
- ◇ Sanitation

### Late Summer/Early Fall

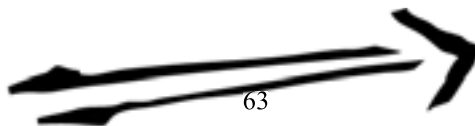
- ◇ End of the year paperwork for early departures
- ◇ Back Safety & Lifting
- ◇ Customer Service

### Late Fall/Early Winter

- ◇ End of year paperwork/winter work
- ◇ Safety
- ◇ Snow Removal
- ◇ Customer Service
- ◇ Ski Shop

### Winter

- ◇ Custodial Safety
- ◇ CPR



# Financial Report Arrowhead Golf Club

## 2015 Year-to-Year Comparison

	2015	2014	2013	2012	Average
<b>Administration</b>					
Revenue	11,164	13,632	13,108	14,203	13,027
Expense	(932,609)	(847,986)	(812,907)	(818,620)	(864,501)
<b>Net</b>	<b>-921,445</b>	<b>-834,354</b>	<b>-799,799</b>	<b>-804,471</b>	<b>-840,017</b>
<b>Parks Maintenance</b>					
Expense	(21,929)	(23,809)	(26,604)	(22,544)	(23,722)
<b>Net</b>	<b>(21,929)</b>	<b>(23,809)</b>	<b>(26,604)</b>	<b>(22,544)</b>	<b>(23,722)</b>
<b>Pro Shop &amp; Golf Fees</b>					
Revenue	2,279,995	2,197,888	2,260,198	2,297,300	2,258,845
Expense	(649,248)	(689,447)	(674,300)	(691,264)	(676,065)
<b>Net</b>	<b>1,627,747</b>	<b>1,508,440</b>	<b>1,585,898</b>	<b>1,602,036</b>	<b>1,581,030</b>
<b>Golf Maintenance</b>					
Revenue	0	175,000	0	0	43,750
Expense	(928,737)	(928,750)	(947,788)	(967,061)	(943,084)
<b>Net</b>	<b>(928,737)</b>	<b>(753,750)</b>	<b>(947,788)</b>	<b>(967,061)</b>	<b>(899,334)</b>
<b>Food &amp; Beverage</b>					
Revenue	5,295,954	5,331,414	5,059,879	4,866,457	5,138,426
Expense	(4,203,144)	(4,253,689)	(3,905,807)	(3,728,350)	(4,022,748)
<b>Net</b>	<b>1,092,810</b>	<b>1,077,725</b>	<b>1,154,073</b>	<b>1,138,107</b>	<b>1,115,679</b>
<b>Cross Country Ski</b>					
Revenue	7,543	26,314	3,873	5,041	10,693
Expense	(1,990)	(8,921)	(6,337)	(5,394)	(5,661)
<b>Net</b>	<b>5,553</b>	<b>17,393</b>	<b>2,465</b>	<b>353</b>	<b>6,441</b>
<b>ALL</b>					
Revenues	7,591,656	7,744,248	7,337,058	7,179,001	7,462,991
Expenses	(6,737,657)	(6,752,602)	(6,373,743)	(6,233,233)	(6,524,309)
<b>Net</b>	<b>854,000**</b>	<b>991,645</b>	<b>963,315</b>	<b>945,769</b>	<b>938,682</b>

\* \*This figure reflects administrative expenses totaling \$144,013 for Bond Issuance Fees (\$134,059) and Bond Rating Fee (\$9,954).

\* Admin Expenses include expenses for replacement of 2 hot water heaters, carpeting , seal coating parking lot and directional boring among other expenses totaling \$86,000.

Figures for 2015 above include Period 13 entries but do not include capital expenditures, all depreciation, Taxes and principal and interest in the administrative department.



# Financial Report Arrowhead Golf Club

## Monthly Revenue/Expense 2015

	01-Jan	02-Feb	03-Mar	04-Apr	05-May	06-Jun	07-Jul	08-Aug	09-Sep	10-Oct	11-Nov	12-Dec	Grand Total
<b>000-Administration</b>													
4-Revenues	1,204	241	279	1,930	567	593	559	612	566	1,206	305	3,100	11,164
5-Expenses	(43,093)	(71,943)	(74,731)	(68,709)	(70,738)	(99,852)	(100,648)	(51,680)	(96,080)	(73,112)	(80,520)	(101,214)	(932,609)
<b>000-Administration Total</b>	<b>(42,177)</b>	<b>(71,702)</b>	<b>(74,453)</b>	<b>(66,779)</b>	<b>(70,171)</b>	<b>(99,259)</b>	<b>(100,089)</b>	<b>(51,067)</b>	<b>(95,514)</b>	<b>(71,906)</b>	<b>(80,214)</b>	<b>(98,113)</b>	<b>(921,445)</b>
<b>101-Parks Maintenance</b>													
5-Expenses	(1,286)	(1,076)	(1,744)	(1,076)	(2,151)	(6,491)	(1,076)	(1,076)	(1,774)	(1,809)	(866)	(1,534)	(21,929)
<b>101-Parks Maintenance Total</b>	<b>(1,286)</b>	<b>(1,076)</b>	<b>(1,744)</b>	<b>(1,076)</b>	<b>(2,151)</b>	<b>(6,494)</b>	<b>(1,076)</b>	<b>(1,076)</b>	<b>(1,774)</b>	<b>(1,809)</b>	<b>(866)</b>	<b>(1,534)</b>	<b>(21,929)</b>
<b>601-Golf Maintenance</b>													
4-Revenues	(31,679)	(47,970)	(63,854)	(81,631)	(88,960)	(122,909)	(100,710)	(87,105)	(93,120)	(84,448)	(54,061)	(72,290)	(928,737)
5-Expenses	(31,679)	(47,970)	(63,854)	(81,631)	(88,960)	(122,909)	(100,710)	(87,105)	(93,120)	(84,448)	(50,061)	(72,290)	(927,737)
<b>601-Golf Maintenance Total</b>	<b>(63,358)</b>	<b>(95,940)</b>	<b>(127,708)</b>	<b>(163,262)</b>	<b>(177,920)</b>	<b>(245,818)</b>	<b>(201,420)</b>	<b>(174,210)</b>	<b>(186,240)</b>	<b>(168,896)</b>	<b>(104,122)</b>	<b>(144,580)</b>	<b>(1,856,474)</b>
<b>611-Pro Shop/Golf Fees</b>													
4-Revenues	7,462	42,011	217,521	219,181	248,719	279,383	336,930	421,262	245,490	176,582	64,397	18,056	2,276,995
5-Expenses	(20,635)	(17,320)	(46,120)	(27,822)	(82,042)	(87,753)	(81,766)	(55,972)	(92,360)	(53,513)	(51,231)	(32,715)	(649,248)
<b>611-Pro Shop/Golf Fees Total</b>	<b>(13,173)</b>	<b>24,691</b>	<b>171,401</b>	<b>191,359</b>	<b>166,677</b>	<b>191,629</b>	<b>255,164</b>	<b>365,290</b>	<b>153,130</b>	<b>123,069</b>	<b>(13,167)</b>	<b>(14,658)</b>	<b>1,627,747</b>
<b>612-Food and Beverage</b>													
4-Revenues	291,832	205,890	319,471	343,074	591,013	555,968	581,518	608,263	531,932	506,190	306,192	454,609	5,295,954
5-Expenses	(190,506)	(252,866)	(290,538)	(310,665)	(394,490)	(431,685)	(349,380)	(414,423)	(384,545)	(476,925)	(274,272)	(432,850)	(4,203,144)
<b>612-Food and Beverage Total</b>	<b>101,328</b>	<b>(46,975)</b>	<b>28,932</b>	<b>32,409</b>	<b>196,523</b>	<b>124,283</b>	<b>232,138</b>	<b>193,840</b>	<b>147,387</b>	<b>29,265</b>	<b>31,921</b>	<b>21,758</b>	<b>1,092,810</b>
<b>613-Cross Country Skiing</b>													
4-Revenues	171	6,180	1,192										7,543
5-Expenses	(10)	(1,170)	(699)	(13)	(13)	(11)	(15)	(14)	(13)	(13)	(7)	(12)	(1,990)
<b>613-Cross Country Skiing Total</b>	<b>161</b>	<b>5,010</b>	<b>493</b>	<b>(13)</b>	<b>(13)</b>	<b>(11)</b>	<b>(15)</b>	<b>(14)</b>	<b>(13)</b>	<b>(11)</b>	<b>(7)</b>	<b>(12)</b>	<b>5,553</b>
<b>Grand Total</b>	<b>13,174</b>	<b>(138,023)</b>	<b>60,776</b>	<b>74,270</b>	<b>201,905</b>	<b>87,243</b>	<b>285,413</b>	<b>419,868</b>	<b>110,125</b>	<b>(5,842)</b>	<b>(90,060)</b>	<b>(164,849)</b>	<b>854,000</b>

2015



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