

Arrowhead *great food great golf great events* **Arrowhead** **Arrowhead**

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great food great golf great events great food great golf great events great food great golf great events



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Executive Summary:

2013

Welcome Home to Arrowhead

Arrowhead Golf Club continues to move forward in a unique venue offering impressive views of our pristine golf course and providing quality service with a variety of menu choices and an experience our guests choose to return to over and over.

Our customers take ownership in Arrowhead's achievements and feel Arrowhead is their neighborhood club boasting 27 championship holes of golf on 221 prime acres, driving range and a 50,000 square foot clubhouse complete with a full restaurant, bar and event and corporate meeting space.

2013 at a glance,

- √ Restaurant sales spike 6%.
- √ Holiday brunches, buffets and dinners host more than 1,600 guests.
- √ West course renovations completed on time with tee signs, scorecards and GPS graphics in place.
- √ The golf course was re-rated by the CDGA after the completion of the three year renovation project.
- √ The golf course recovered from two storms:
 - ◇ April 17-19 produced unprecedented flooding; East Course closed 12 days.
 - ◇ Thunderstorms June 25 brought down 9 large trees although course remained open.
- √ Clubhouse exterior stained and painted.
- √ Hosted 80 weddings and increased outdoor ceremonies by six from previous year.
- √ Arrowhead named 2013 pick Best of Weddings by TheKnot (5 years in a row).
- √ Served 494 guests for Easter Brunch and more than 1,000 for Mother's Day and Father's Day Brunches.

Staff is proud to join together in providing the following glimpse of our achievements and dreams for Arrowhead Golf Club.





A Tradition Rebuilt



Arrowhead Golf Club

In the 1920's 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.

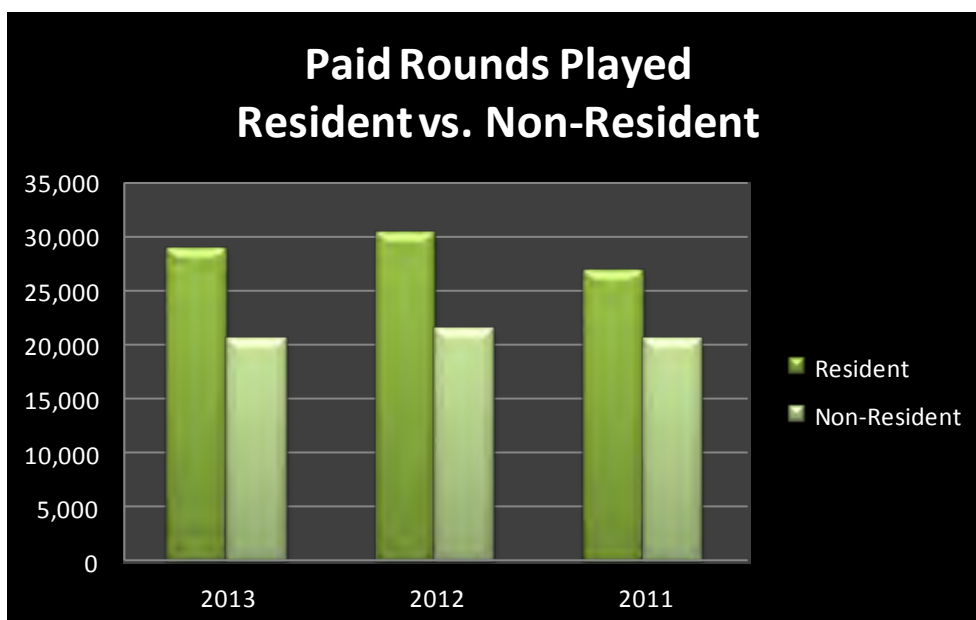
Design and development for the new clubhouse began in 2003 after PHN was selected as the architect for the project. Groundbreaking took place in the late fall of 2004 and the 50,000 square foot clubhouse opened on May 25, 2006. The clubhouse now houses the Arrowhead Restaurant and Bar, event and meeting 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 final phase of the project was completed with the opening of the West course in April of 2013 to rave reviews from players of all skill levels.

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

Arrowhead Golf Course

- ✓ 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 remained steady at 58.5% in 2013.
- ✓ This is the fifth year in a row that resident play has accounted for the majority of rounds played.

Resident	58.5%
Non-Resident	41.5%



Meteorological Conditions for 2013:

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: Only three inches of snow, but heavy rains make it the wettest in eight years.
- ◆ February: Two sizeable snowstorms at the end of the month and total precipitation 40% above normal
- ◆ March: Temperatures failed to reach 60 degrees during the month and only reached into the 50's four times.
- ◆ April: A historic flood dropped almost 9 inches of rain causing this to be the wettest April in history.
- ◆ May: Cool temperatures and above normal precipitation continued.
- ◆ June: There was measurable precipitation on 2/3 days during the month.
- ◆ January-June: The first six months of 2013 were the wettest in the 142 years of record keeping in our area.
- ◆ July: After a very wet start to the year, less than half the average precipitation fell in July.
- ◆ August: Conditions were cool and dry until a late season heat wave brought the first rainfall of the month just before Labor Day.
- ◆ September: Beautiful weather with above average temperatures and below normal precipitation.
- ◆ Summer/Fall (July-September): Three consecutive months with below normal precipitation and mostly pleasant temperatures.
- ◆ October: Warm and dry during the first half of the month with cool damp days in the second half.
- ◆ November: Only four days saw temperatures reach at least 50 degrees with no precipitation.
- ◆ December: A wintery month with cold temperatures and a couple small snow events.

Jan-Jun 2013

Wettest in 142 years.

April 2013

Historic floods recorded.

Sept 2013

Above average temps; below normal precipitation.

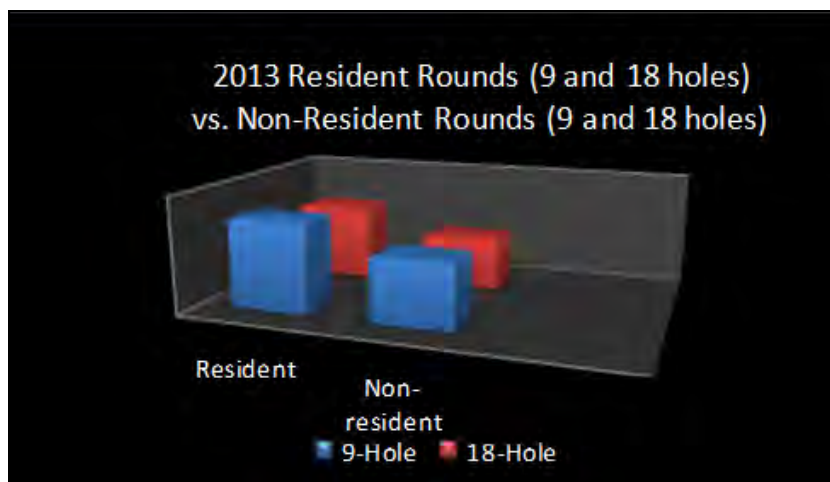
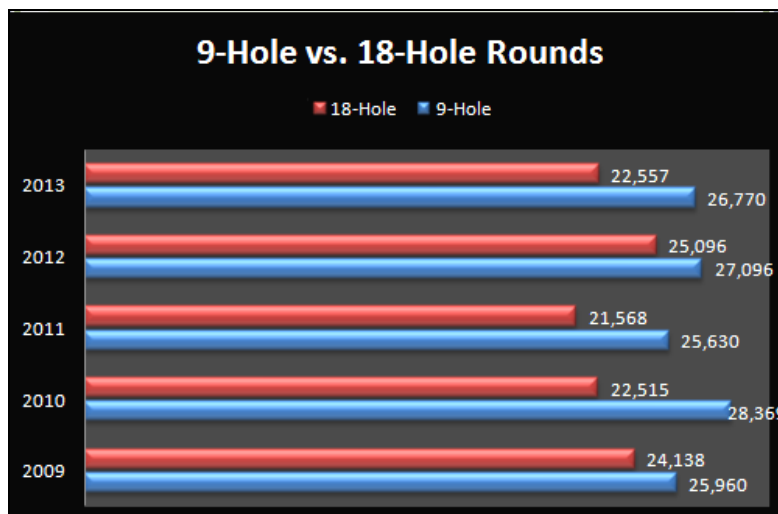
Nov 2013

Cold and damp.

Annual paid rounds 2009-2013:

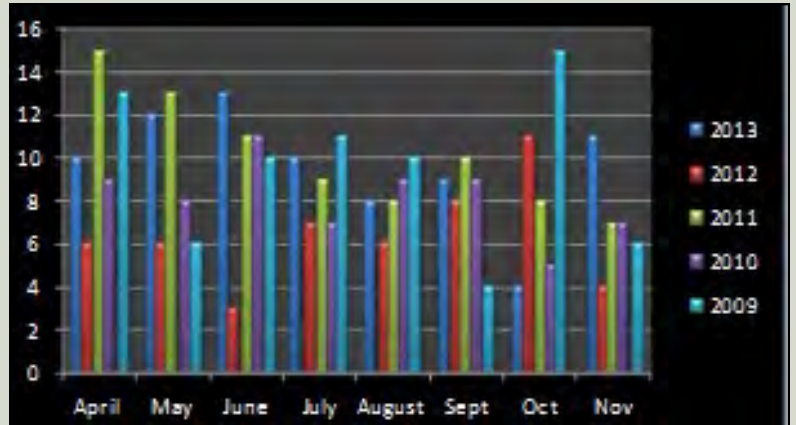
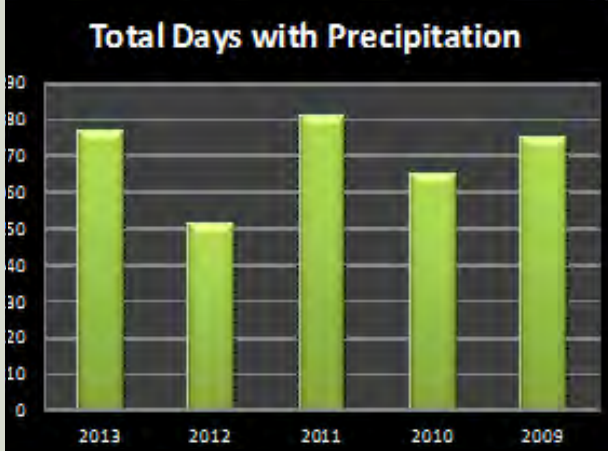
	2013	2012	2011	2010	2009
Paid Rounds	49,327	52,192	47,198	50,884	50,104
Change from Previous Year	-5.5%*	10.6%	-7.2%	1.5%	-9.5%

*The largest impact on rounds played this year came from the weather. The course opened for the season March 9th of 2012 and did not open until April 4th of 2013. Cold weather also forced the course to close 12 days earlier this year than last year. In all, the course was closed 38 days more in 2013 than in 2012.



- √ 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 and continued increases in online bookings helped round totals stay relatively strong in spite of a poor year of weather.

Monthly Days with Precipitation (.04" or more) 2013 to 2009



We have averaged 70 days with meaningful precipitation over the past five seasons.
Total days of precipitation in 2013 specifically was 77; 7 days above normal.

Golf Lessons

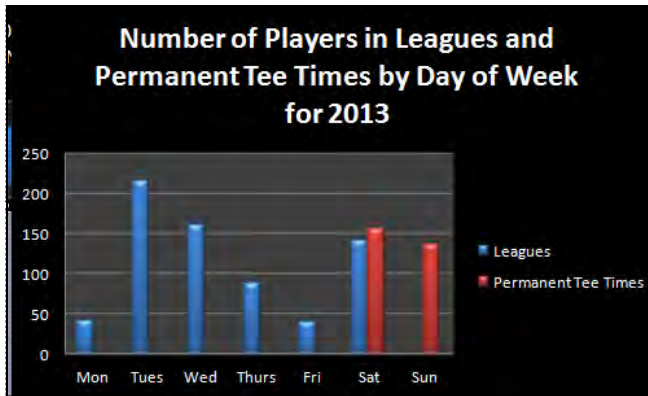


767 golf lesson hours were taught in 2013.

Adult group lessons are offered on Tuesday, Wednesday and Thursday evenings mid-April through early August.

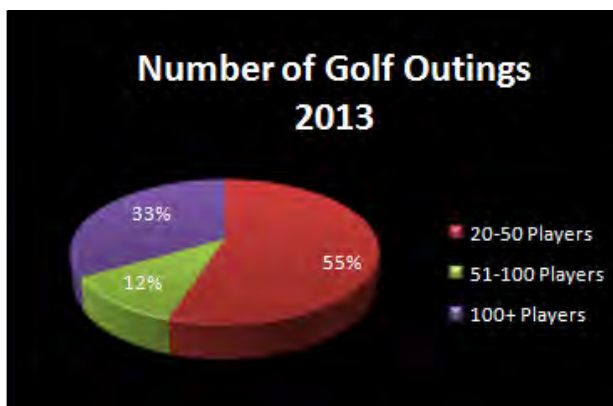
Junior group lessons are held Monday thru Thursday evenings before school is out in May and in the mornings during June and July.

Weekly Groups



- ✓ There are 7 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 70 couples participating.
- ✓ Permanent tee times start at 5:30 am weekend mornings. They end at 9:07 a.m. on Saturday and 8:45 a.m. Sunday.

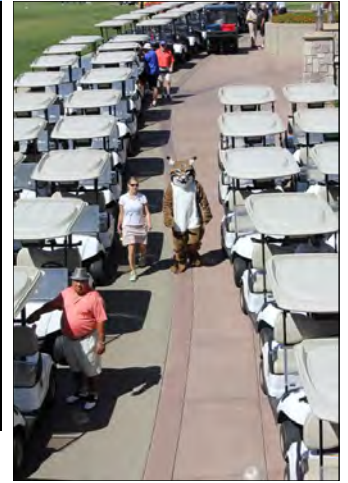
Golf Outings



- ✓ In the past, we considered a golf outing to be any pre-booked group of 12 or more players. Every year there are more and more groups looking to pre-book times but not necessarily take advantage of our package pricing including event set-up and some form of food service. In 2013, we continued to welcome as many of these smaller/less organized groups as possible but considered "outings" to be groups of 20 or more utilizing one of our food packages or making plans through the restaurant for pre/post golf refreshments.
- ✓ Using this definition, we hosted 69 golf outings in 2013 which is a slight increase from last year. Thirty eight of these events had less than 50 players with many including informal events in the restaurant before or after golf. Eight were mid-sized groups (50-100) and twenty three were large groups of more than 100 players. Of these larger groups, all completed their event with food at Arrowhead's facility.

- ✓ Of the 23 large groups, 12 were fundraisers and 11 were corporate or association event. Six of these groups were new to Arrowhead this year as we continue to focus on the more profitable high-end events.

Special Events and Tournaments



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

Kickoff Classic - This event is held in April and pairs randomly matched teams of two in an 18-hole best ball at 50% handicap. The event was cancelled in 2013 due to flooding from heavy rainstorms.

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 year and a champion is crowned at an end of the year social event. There were 140 participants in 2013. Wheaton residents represented 61% 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 46 participants in 2013.

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 with the team from Arrowhead failing to win for the first time in the seven year history of the event.

Couple's Glow Ball - This very popular 9-hole event remained played in early September to increase the chances of favorable weather and this year 38 joined us for dinner and door prizes.

Three Person Scramble - This was the fourth year for this event with three person teams competing in a scramble format for pro shop merchandise credit. There were 39 participants in 2013.

Brutal Cup - This is a 27-hole Ryder Cup style event played between two randomly drawn teams. The event was played in September to make scheduling easier with the West course closing. It is usually played in November when the weather has the potential to be "brutal." There were 40 participants in 2013.

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.

Kidz Kingdom - Staff members from Kidz Kingdom provided complimentary childcare at Arrowhead one Sunday afternoon a month during the summer so parents could play golf without the added expense of hiring a babysitter. Thirty six children participated in this activity.

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.

GPS - Global Positioning System

Global positioning system units were installed on all golf cars and beverage carts during the 2009 golf season as a way to enhance the golf experience for our guests. As the golfer approaches each tee, the unit provides a picture of each hole and yardages to certain key course features. The unit then indicates the distance to these same course features and to the middle of the green as golfers progress through the hole.

The system also allows players to:

- √ Request assistance.
- √ Receive notices about course conditions and severe weather warnings.

On the management side, it allows us to:

- √ Monitor the progress of play.
- √ Communicate more easily with customers.
- √ Load hole sponsorship information for large outings.

The system also allows for advertisers to purchase space on each hole. A small advertisement appears on the screen during play of the hole and converts to full screen size as players approach the green.

Golf outings use GPS during their outing to announce specific hole details versus traditional individual hole signs on the course.

GPS Sponsors 2013
Photoprint, Inc.
Joe Horowitz
Century Link
Chicagoland Golf Club
GolfTime Magazine
Various single day events.
TOTAL VALUE: \$25,166

Merchandise Sales



	2013 Gross Sales	2013 Profit Margin	2013 Profit Dollars
Hard Goods	\$39,963	22.4%	\$7,324
Golf Balls	\$52,155	33.3%	\$17,393
Soft Goods	\$50,912	42.7%	\$21,722
Total Sales	\$143,030	32.5%	\$46,439

- √ Soft goods consist of things that you wear while hard goods are equipment and other non-wearable items.
- √ Ball sales provided a pleasant surprise as sales were up almost 8% in spite of lower round totals.

Renovation



The final phase of the three course renovation project was completed in the spring of 2013 with the opening of the West course. The project started in 2010 with the intention of rebuilding the bunkers on all three courses while making a few other changes that would enhance the playability for all golfers. The bunkers were at the end of their useful life expectancy, and consistently flooded and washed out with even minimal rains. They were virtually unplayable for dozens of days throughout the year.

The East course was closed in the fall of 2010 to renovate bunkers, build a new green on number 13, add a couple of new tee boxes and expand a few fairways. The new green on thirteen replaced one that was severely sloped and caused problems for many of our players. The new green required this hole to be changed from a par four to a par five. In turn, the fifteenth hole was converted into a difficult par four to maintain a par of 36 for the nine. The course opened for play in the spring of 2011.

Work on the South course was started in the fall of 2011. Once again, all of the bunkers were completely rebuilt and a few of the fairways were expanded. There were also a few new bunkers added in strategic locations to make holes more difficult for expert players without impacting the average golfer. The biggest change came with addition of new tees on number seven and number eight allowing for the conversion of number seven to a par five and number eight to a par four. The course opened for play in the spring of 2012.

The West course renovation started in late September of 2012 with the scope of the project being similar to what was seen on the other two nines. The main difference being that no holes were reconfigured and no cart paths needed to be changed. Again, bunkers were added on a couple of holes to impact longer hitters and fairways were expanded in areas to make things easier for less skilled players. A stone path was added on number seven to address a long standing maintenance problem. The course opened at the end of April 2013.

As part of the renovation process, tee boxes on all three courses will be squared-off to give the course a more classic look. This project will be done in-house as time and resources allow. Two-thirds of the work has been completed through the end of 2013 with an anticipated completion dated of 2015.

Expenses for renovation to East, South and West courses are noted below along with capital equipment purchases.

East, South and West Renovations	2013	2012	2011	2010	TOTAL
Renovation Expenses	\$31,251	\$380,675	\$413,464	\$538,273	\$1,363,663
Capital Equipment Purchase	\$45,685	\$19,550	\$0.00	\$140,277	\$205,512

Storm Damage



Storms had a significant impact on the golf operation at Arrowhead in 2013. The rain began April 17th and by the time it finally stopped, on the morning of the 19th, almost 9 inches of rain had fallen on the golf course. Staff arrived on the morning of the 18th to find flood waters blocking the main entrance to the property and large areas of the course underwater. Little could be done until the rain stopped and when it did, the entire golf course and building maintenance crews jumped into action.

Pumps were used to remove water from some areas, bunkers were raked and debris collected. The South course drained the most quickly and was able to be open the following morning. Blocked drains in the forest preserve had been located by that time and efforts were underway to clear as many as possible and keep them open. This helped all upstream areas to drain efficiently and the West course opened for play on the 26th after being closed for eight days.

Remaining water was trapped on the East course by the road, along the 11th hole. A large pump was rented to assist in moving water over the road and into the forest preserve which had seen water levels start to recede. The pump moved an estimated 5,000,000 gallons of water off of the course and allowed staff to open the course for play April 30th, after being closed for 13 days.

This was by far the worst golf course flooding in memory and while the bottom line impact was significant, there have been no long term damages to the course. Arrowhead received an insurance check for \$32,810.14 that covered most of the direct costs of labor, materials and equipment rental associated with the storm.

Violent storms blew through the area June 24th and 25th taking down a total of nine large trees. The course was never closed during cleanup but there was significant cost related to the cleanup of the downed trees and other areas of the course. Again, the majority of this cost was covered by insurance proceeds.

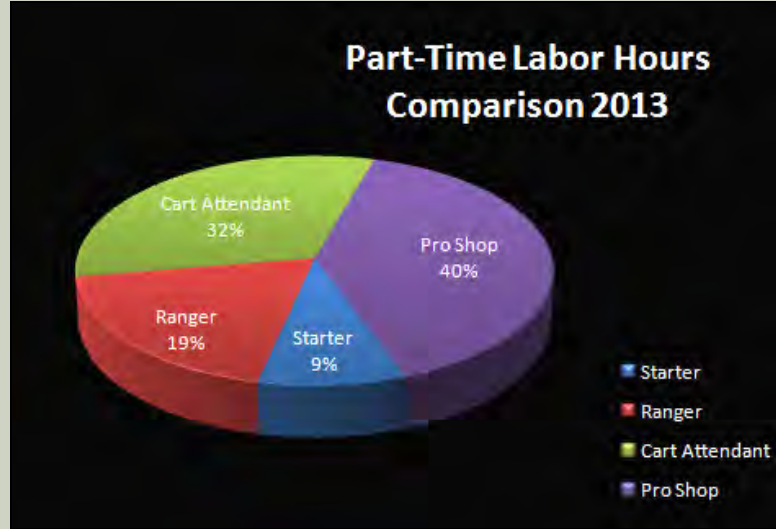


12 East

7 West

11 East

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.

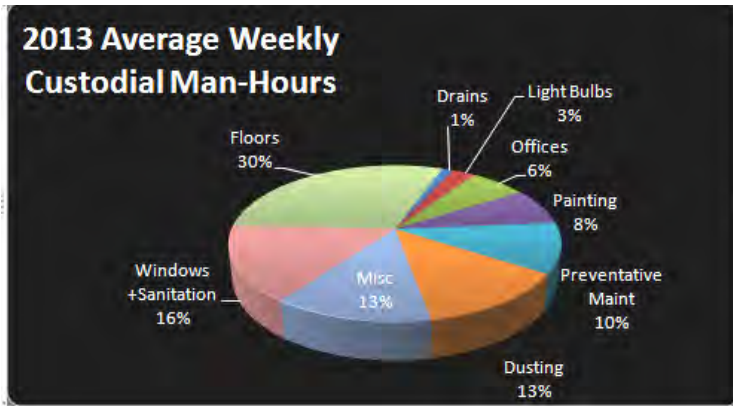
Cart attendants are responsible for keeping a clean supply of carts available for our guests at all times. They pick the driving range, clean range balls and maintain the tee line.

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
2013	\$145,088	\$122,321
2012	\$156,299	\$119,922
2011	\$158,934	\$118,070
2010	\$143,291	\$100,508

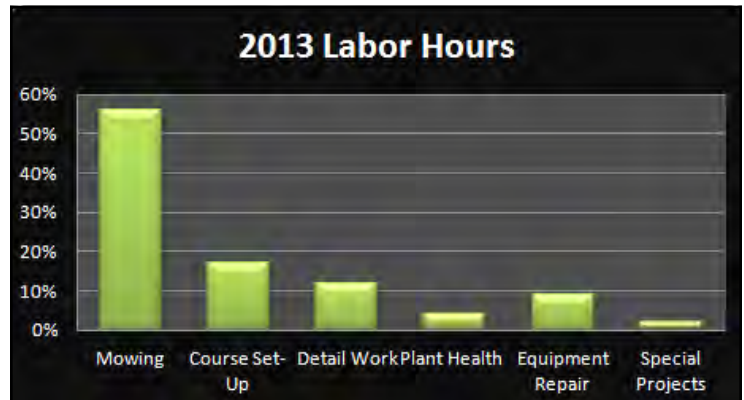
Building Maintenance and Custodial Services



- ✓ Floors include sweeping, mopping, vacuuming and polishing of all stairs and floors throughout the building.
- ✓ Bathrooms include cleaning and restocking 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 dry-wall 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.
- ✓ 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 is committed to innovative 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 built two server stations for the restaurant. These pieces are not only beautiful, but allowed food and beverage staff to get a well-built product that meets their specific needs at a fraction of the cost of similar pieces purchased from an outside vendor.
 - 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 someone else.
 - 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 Course Maintenance

	Golf Maintenance Overtime
2013	\$5,913
2012	\$10,385
2011	\$18,864
2010	\$20,980
2009	\$36,975



- ✓ 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 is 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 \$5,913 in 2013. This is a decrease of almost 84%.
- ✓ A 5-year plan has been developed for the removal of ash trees infected by the Emerald Ash Borer. Most ash trees will be removed over the next five years with replacements planted as needed to maintain the integrity of the course.

	Chemicals and Fertilizers
2013	\$140,460
2012	\$162,453
2011	\$155,049
2010	\$154,251
2009	\$157,540

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

Golf Marketing

In 2013, Arrowhead's marketing concentration continued to focus on the final completion of the bunker and course enhancements. Additionally, efforts are always put towards relaying the message that Arrowhead is open to the public and offers a 27 hole course with driving range and halfway house. Marketing energy focused on communicating the pristine conditions of the golf course, ease-of-play and the quality and service guests can expect from golf staff. This message carried through all marketing materials to entice the golfer to reserve a tee time, join a league or tournament, enroll for golf lessons or bring their corporate golf outing to Arrowhead.

Print Advertising

Staff continued its presence in golf industry print publications such as Golf Time, Chicago Golf, Chicagoland Golf, the Chicago District Golf Association as well as local news print when special golf course supplements were offered for listings such as Daily Herald or Wheaton Leader.

Website Advertising

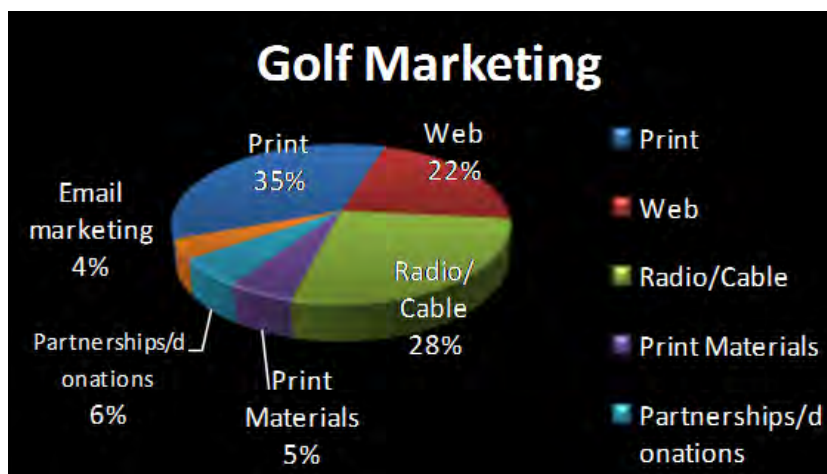
Arrowhead web ads and course listings were featured on websites such as Chicagolandgolfmagazine.com, Golfnow.com, Golfcourseonline.com, Golftime.com, and Golftrips.com. In 2013, staff negotiated additional ebcasts and social media postings with a majority of our partners. Golftrips.com added Wheaton as a destination point on their website therefore provided Arrowhead with its own listing. On this site alone, Arrowhead received 10,000 views to our listing as a featured golf course.

Broadcast Media

The marketing mix also included radio spots on The River 95.9 and Golfersongolf.com hosted by Rory Spears.

Collateral Material/Signage

A-frame signage set outside several locations including the pro shop and halfway house trolley are utilized to promote free golf clinics, lessons and tournaments. The interior of the proshop has been utilized to place countertop tents as well.



E-commerce

E-blasts continued to be a strong part of the marketing mix. In 2013, the email-open rate was 30% and click-through rate was 10%.

Social Media

Arrowhead's Facebook page is utilized to post course improvements, lesson schedules, openings and closures, weather conditions and any specials.

On-line tee times

Tee times booked through Arrowheadgolfclub.org registration system accounted for 17.5% or a total of 8,648 rounds of golf. Tee times booked through Golfnow.com accounted for 5.5% or a total of 2,689 rounds of golf. Golf Now is utilized to promote reduced prices for off peak tee time reservations. As part of this relationship, Arrowhead received a featured golf course listing and receives additional exposure on golfillinois.com and travelgolf.com. Additionally, Golfnow.com created a mobile website for Arrowhead for optimal viewing of the website and information from smart phone platforms. In 2013, Arrowhead had 3,071 visitors to the mobile site.

Golf Now Revenue

Off peak tee times were booked through GolfNow.com website, the largest and most well known booking engine in the industry. Staff used the service to dynamically change pricing when weather forecasts or other factors indicate reservations will be slow for specific time slots during the day. The ability to make these changes a few days in advance helped staff book times not otherwise filled.

Arrowhead continued to be one of 15 premier partners in the Chicago Market in 2013. This recognition provided Arrowhead with a rotating banner ad on their landing page and constant preferred placement throughout the website. It also entitled Arrowhead to a complimentary mobile website and mobile app for smart phones. The mobile website and Android app went live in 2013 and the app for iPhone should be active soon. Rounds booked through the GolfNow.com were up 36 % from 2012 and revenue up 27%.

Fall Rates/Coupon

Fall rates went into effect October 7, 2013, one week later than 2012. Fall rates help to stay competitive with other area courses that routinely offer deep discounts in the fall. Arrowhead's rate structure is less generous than other courses but this is offset by offering a \$10 discount coupon available to anyone playing 18-holes. The coupon is available through e-mail, text message or on Arrowhead's website and meant to reward regular customers and those who make a little extra effort. The coupon was redeemed 163 times in 2013.

Senior Special

A senior special is offered Mondays and Tuesdays during the regular part of the season and Monday thru Thursday when fall rates are available. The package offers 18-holes of golf, riding cart, hamburger and beverage (beer or soda) to anyone 60 years and older. Cost is \$39 for residents and \$49 for non-residents (\$35/\$35 in the fall).

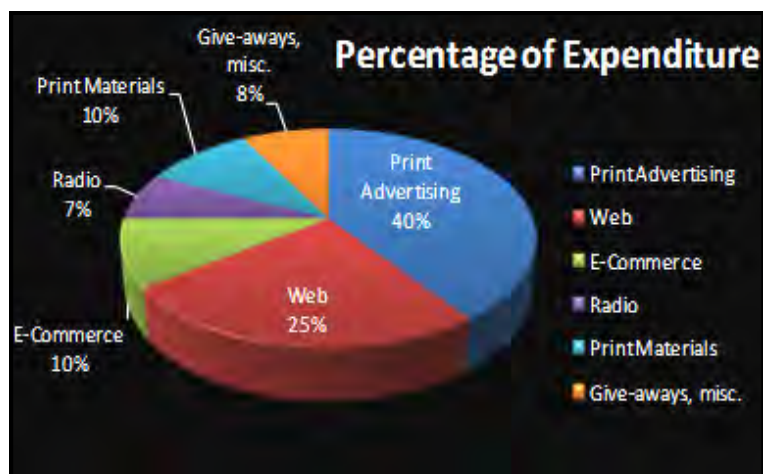
Junior Special

Up to three junior golfers, age 12 and under, play for \$1 each after 5 p.m. on Sundays when accompanied by a paying adult. The program is designed to allow families to golf together at an affordable price while allowing kids to learn the game when pace-of-play is not important.



Golf Marketing

Golf Marketing Expenditures



Coupon Offer Redemption

Coupons are used as a way to introduce non-customers to the course and business to the facility at non-peak times or as a way to give back to the community. The most effective offer was the fall \$10 off coupon offered to people in a variety of ways. Including it on the website made it available to more people and accounted for almost all of the increase in usage over last year. The two range ball promotions offered through e-blasts were the next two most redeemed offers.

OFFER	NUMBER REDEEMED	VALUE	TOTAL VALUE REDEEMED
\$10 Off Fall Special (Website)	113	\$10	\$1,130
Free Small Bucket (May e-blast)	76	\$5	\$380
B.O.G.O. Large Bucket (June e-blast)	44	\$10	\$440
Free Large Bucket (WWSHS Fundraiser Card)	42	\$10	\$420
\$10 Off Fall Special (e-Blast)	40	\$10	\$400
Free Large Bucket (District 200)	22	\$10	\$220
Free Large Bucket (Wheaton Wings)	21	\$10	\$210
Free Small Bucket (EWGA)	10	\$5	\$50
\$10 Off Fall Special (Text)	10	\$10	\$100
Windy City Re. Rates (WE)	7	\$17	\$119
Free Large Bucket (AGC Expo)	3	\$10	\$30
Windy City Res. Rates (WD)	2	\$12	\$24
Free Large Bucket (CDGA)	1	\$10	\$10
TOTAL			\$3,533

Golf Marketing Collage

Print and Web Ads

2013 Arrowhead Collage

Golf Marketing

Print & Web Ads



Surrounded by Forest Preserves

All course enhancements complete and open!

- Tees, greens and fairways are beautiful.
- Water comes into play on 17 of the 27 holes.
- Lighted driving range, putting green, chipping green and bunkers.

24015 Butterfield Road
Wheaton, IL 60189 | 630.653.5900
www.arrowheadgolfclub.org



Surrounded by Forest Preserves

All course enhancements complete and open!

- Tees, greens and fairways are beautiful.
- Water comes into play on 17 of the 27 holes.
- Lighted driving range, putting green, chipping green and bunkers.

24015 Butterfield Road
Wheaton, IL 60189 | 630.653.5900
www.arrowheadgolfclub.org



Surrounded by Forest Preserves

Enjoy the beautiful fall colors and experience the pristine enhancements to the 27-hole golf course.

Visit arrowheadgolfclub.org for rates and specials.

24015 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5900



We're right in the neighborhood!

- 27-hole golf course surrounded by forest preserve
- Restaurant & Bar with outdoor patio
- Event and meeting space for up to 300
- Join us for dinner - we'll take your reservation at 630.510.0888

24015 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5900 | www.arrowheadgolfclub.org



Public Golf Course

- 27 hole course renovation complete with white tour grade sand
- Craft beer featured in the restaurant and on the course
- Driving range parties and private lessons available

24015 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5900 | www.arrowheadgolfclub.org



Celebrate Father's Day at Arrowhead Sunday, June 16

Book a tee-time online up your game on the driving range!

Gifts for Dad?
Call "Dad's" golf equipment, golf balls, shoes or have almost a gift used to see his reaction at the club pro shop!

Reservations for our "Year" @... with FORE Family Fun
Complimentary drinks provided by Club Kitchen while you golf at Arrowhead Golf Club.
- 2-hole family afternoon: June 22, July 27, August 18 (see fees)
- 4-hole weekend of 2 golf
- Only \$22.99 per hole for 18 holes (includes 10:00-11:00am breakfast & 12:00-1:00pm lunch)
- Includes 1 round of pro shop merchandise at Club Kitchen call 630.653.5900

24015 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5900 | www.arrowheadgolfclub.org



27-Hole Golf Course

Restaurant & Bar

Event & Meeting Space

Located on Butterfield Road just west of Naperville Road

www.arrowheadgolfclub.org



Get on the FAST-TRACK... Nine Hole Weekend Permanent Tee Times Now Available!

Get your golf in early, have some fun and still have time for the lady-do list or the kids' sports!

Highlights:

- 18 week season
- 9 Holes green fees*
- \$30 to \$35 per tee times available
- \$98 merchandise card to be used in the Proshop!

Wheaton Resident \$399* This is less than \$29 per week. (Nonresidents \$550*)
*Teeing cart extra

Don't miss this opportunity - limited spaces available!
Call the Pro Shop at 630.653.5900 to secure your time.

Golf Marketing Collage

Signage

2013 Arrowhead Collage

Golf Marketing

Signage



Complimentary Golf Clinics & Demos
plus **Lawn Care & Maintenance Class**

Hosted by...



Dr. By Klaus & Brian Steiner
Elite PGA Professionals

Saturday, April 13
10:00 to 11:00 am - Full Swing Clinic: Woods & Irons
11:00 to 1:00 pm - Clinic

Sunday, April 20
10 to 11:30 am - Short Games & Bunker Clinic
1:00 to 2:00 pm - Lawn Care & Maintenance Class by Justin Kirkland
Golf Course Superstore

Click and drag on the text and do not use registration.

If you are interested in attending the Lawn Care & Maintenance class, registration is required at www.arrowheadgolfclub.org/tickets

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

20W111 Boulderfield Rd | 620.432.2890 | www.arrowheadgolfclub.org



Junior & Adult Group Lessons

registering now!



Happy Holidays

from  Arrowhead

arrowheadgolfclub.org



Range Now Open!

2013 Arrowhead Collage

Golf Marketing

Eblasts



Golf Marketing Collage

Coupons/Incentives

2013 Arrowhead Collage

Golf Marketing

Coupons/Incentives



50% off Green Fee

Valid for your next 18 hole round at Arrowhead

Cannot combine with any other offer including Senior Special, Groupon, Fairway Savings Card or GolfNow.com bookings. Cart not required. Replay offer is valid Monday through Thursday only.

Redeem by April 26, 2013 Coupon Code: Spring Golf




Complimentary Small Bucket of Practice Balls

Redeem coupon in Pro Shop. One per visit.

Valid through 6/30/13 Coupon Code EWGA2013


26W151 Butterfield Road | Wheaton | 630.653.5800



Corporate Incentive

This certificate entitles you to


Four players with two carts at Arrowhead Golf Club



Valid any day of the week
(please call up to seven days in advance to reserve your tee time)

Contact the Pro Shop at 630.653.5800


Signature _____ Expires 11/15/2013
Certificate # _____



Corporate Incentive

This certificate entitles you to


Two players with one cart at Arrowhead Golf Club



Valid any day of the week
(please call up to seven days in advance to reserve your tee time)

Contact the Pro Shop at 630.653.5800

Signature _____ Expires 11/15/2013
Certificate # _____

Seniors Special

Includes...

- One (1) Hamburger & Chips and
- One (1) Miller Lite or Arrowhead Ale Draft or Fountain Drink

Please present this coupon to your server in the Arrowhead Restaurant and Bar.

Valid on Day of Golf Round Only Code: SS





Arrowhead Restaurant and Bar



Spring and Fall menus brought fresh and innovative updates to Arrowhead's restaurant menu. Items such as the Asian Salmon Burger, Korean Tacos and Cajun Ribeye have become guest favorites. These menu changes also included updates to our wine list reflecting trends in the grape industry. The craft beer list continues to gain notoriety as Arrowhead remains one of the premier craft beer lists in the area. So much so, Arrowhead often is on the very "short list" with brewers when a limited edition draft comes out. Limited edition draft beers are sometimes less than 20 barrels in all of Chicago land. The "short list" preference enabled Arrowhead to offer as many as 5 new beers within a week.

New outdoor umbrellas and patio tables and chairs enabled increased patio capacity. Additional high bar tops and stools also increased bar capacity.

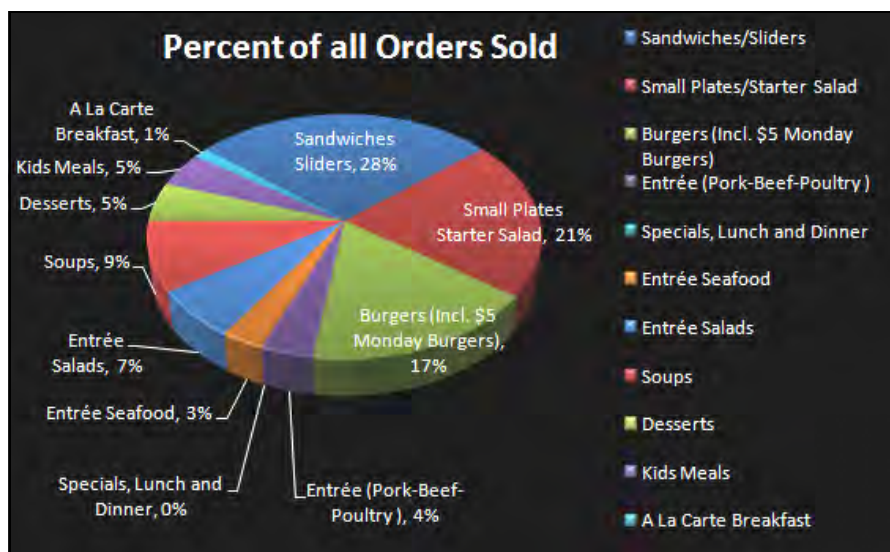
In only its 2nd year, 80's Night has become an annual classic. The Summer Beach Party has also been met with rave reviews. Arrowhead hosted two murder mysteries and a Scotch Dinner in 2013 giving new guests and regulars alike a fresh twist on what Arrowhead offered its guests. Arrowhead continued to build on previous promotional successes such as Chef Alan's Mardi Gras and Oktoberfest menus. These menu elections created a dedicated following that people ask about year-round. Several other promotions continue: Lucky Lunch Box promoting off-season lunch dining, daily food specials like our Friday Fish Fry and Tom's Buttermilk Fried Chicken on Sundays and our King and Queen cut Prime Rib Dinner for New Year's Eve. Father's Day and Thanksgiving are well attended events for our guests and their families as they choose Arrowhead to celebrate on these special family occasions.

An overhauled training manual for all front-of-house departments was completed in 2012, and helped solidify quality and consistency for the restaurant as a whole in 2013.

The Arrowhead team strives to continuously enhance Arrowhead's reputation as

a home away from home.

Restaurant Menu Sales



	Orders Sold	Percent of All Orders Sold	Dollars Sold	Percent of Dollars Sold
Sandwiches/Sliders	29,825	28%	\$324,659	34%
Small Plates/Starter Salad	22,688	21%	\$198,562	21%
Burgers (Incl. \$5 Monday Burgers)	18,691	17%	\$131,674	14%
Entrée (Pork-Beef-Poultry)	4,163	4%	\$76,326	8%
Entrée Seafood	3,310	3%	\$57,041	6%
Entrée Salads	7,038	7%	\$76,665	8%
Soups	9,889	9%	\$33,135	3%
Desserts	5,557	5%	\$22,062	2%
Kids Meals	4,974	5%	\$19,252	2%
A La Carte Breakfast	1,474	1%	\$10,762	1%
Totals	107,609	100%	\$950,138	100%

Prices above are unweighted averages of all menu items in a category.

*With the wide range of Specials offerings, breakdown as follows:

- Lunch sandwich (\$10-\$15) Cost average \$4.50
- Appetizers (\$9-\$13) Cost average \$4.25
- Lunch Entrees (\$12-\$17) Cost average \$4.50
- Dinner Entrees (\$14-\$23) Cost average \$8.00

In 2013,

- ✓ Staff served **9,707** \$5 Monday Burger Specials in 2013 versus **7,874** \$5 Monday Burger Specials in 2012.
- ✓ **1,508** orders of Tom's Fried Chicken were served.
This was a new special in 2013!
- ✓ Friday Fish Fry was served **3,658** times.
- ✓ We sold **1,707** Prime Rib Dinners in 2013 compared to **878** in 2012.

Beverages Sales

In 2013,

✓ 77,403 glasses of draft beer were drawn.

✓ 27,558 glasses of wine were poured.



	Number Sold	Dollars Sold	Percentage
Draft Total Sales	77,403	\$370,484	39%
Liquor	35,648	\$258,674	28%
Wine by the Glass	27,558	\$196,494	20%
Standard Bottle Beer	18,430	\$70,378	7%
Craft Beer Bottles	4,025	\$21,572	2%
Wine by the Bottle	1,613	\$42,567	4%
TOTALS	154,677	\$960,169	

Halfway House Express Trolley and Beverage Carts

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 who just enjoy the views. Staff continues to receive positive feedback from golfers.

	Number Sold	Dollars Sold	Percentage
Non-Alcohol Beverage	20,844	\$46,611	18%
Food Sales	14,313	\$44,003	17%
Liquor	4,214	\$24,101	9%
Beer	32,241	\$144,841	56%
Sundries (aspirin, lotion)	79	\$213	>1%
TOTALS	71,691	\$259,769	



Arrowhead Restaurant Events



Valentine's Day menu featured a Couple's Menu including Asparagus Tempura w/ Passion Fruit, Hollandaise, Oysters Rockefeller, potato wrapped salmon and Apple of Your Eye Crostata.

Mardi Gras, Jan 30 – Feb 13, featured authentic New Orleans-style menu items including Chicken Crawfish and Andouille Sausage Gumbo, shrimp and

grits, and Andouille Crusted Redfish along with a Blackened Chicken Po-Boy. Of course, Chef Alan's famous bread pudding was savored by many.

St. Patrick's Day was celebrated all week at Arrowhead March 13-17. Staff served Irish Nachos, Shepherd's Pie and Corned Beef.

Cinco de Mayo Margaritas were priced at \$5 as well as Mexican themed food specials, including Queso Fundito, Escolare Vera Cruz and Chicken Oaxaqueno.

Father's Day featured a Southern-style brunch buffet where restaurant staff served more than 150 guests. One lucky dad received a dad's sports cooler with golf gear raffle.

August 3rd was the **2nd Annual 80's Night**. This has quickly become a staff and guest favorite with live music, crazy 80's costumes and some great throwback drinks.

August 29th marked the date for Arrowhead's first-ever **Summer Beach Party**. Live music, hula skirts and fruity drinks made for a good time had by all.

Thanksgiving dinner brought more than 450 guests to Chef Alan's version of traditional Thanksgiving turkey dinner that included items such as Butternut Squash Soup, Gathered Lettuces with Peppered Walnuts and Balsamic Vinaigrette, Herb Roasted Young Turkey with Sage Bread Stuffing, Whipped Potatoes and Gravy, Sweet Potatoes and Pecans, Green Beans and Cranberry Relish. The fourth course offered Pumpkin Pie, Chocolate Mousse or Holiday Cookies.

Friday Night Fish Fry continues to be well-attended with an average of 74 orders served weekly. This is especially popular during Lent where more than 100 orders are served each Friday night.

\$5 Burger Mondays continue to draw on a night where traditional restaurants struggle. Half-priced draft beer offers a significant value to our guests. Many guests return as regulars every Monday; 9,707 burgers were served in 2013.

A la carte weekend breakfast was served April 29th through the end of October. Although not our most popular meal period, it is well received by permanent tee time holders.

Taste of Wheaton allowed staff to once again serve food and sponsor craft beers at the Thursday kickoff party. In addition, Arrowhead sponsored the annual Saturday morning PAWS breakfast event during Cosley Run for the Animals.

From September 21-October 6, Chef Alan prepared an authentic **Oktoberfest** a la carte menu of Munich-style potato pancakes and Schwiensaxe (pork shank) among other items. Arrowhead's traditional buffet was discontinued to allow staff to expand the a la carte offerings to include Black Forest Cookies and add Jaeger Hunher Schnitzel (chicken schnitzel) which was our most popular item.

New Year's Eve took Arrowhead in a different direction away from pre-packaged, high priced events many restaurants offer and brought guests to our same quality menu items. Our King and Queen Cut Prime Rib special is a perfect fit for our clientele to ring in the New 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. 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 in February. 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 2012-2013												
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Avg	
BREAD														
Buttery Dinner Roll, hinged 3"	\$ 1.78	\$ 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
Buttery Plain, 4.5" Round,	\$ 3.16	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22	\$ 3.22
Pretzel Bread,4.5", Kaiser cut,5oz	\$ 0.49	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53	\$ 0.53
PAPER DISPOSABLE														
Fuel, Canned, Hot Spot Sterno	\$ 1.65	\$ 2.37	\$ 2.37	\$ 2.96	\$ 2.96	\$ 2.96	\$ 2.96	\$ 2.68	\$ 2.68	\$ 2.68	\$ 2.68	\$ 2.68	\$ 2.68	\$ 2.73
Cup, Plastic Portion Black 2 oz	\$ 2.88	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.41	\$ 3.45	\$ 3.45	\$ 3.42
Film, PVC Roll ,2000 ft , 18"	\$15.39	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71	\$ 17.71
Can Liner 1.5 mil BLK/100	\$ 0.19	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29	\$ 0.29
MEAT														
Beef, Prime, Top Butt Baseball	\$10.75	\$ 11.09	\$ 11.20	\$ 11.55	\$ 11.55	\$ 11.55	\$ 11.55	\$ 11.15	\$ 11.15	\$ 11.15	\$ 11.15	\$ 11.15	\$ 11.15	\$ 11.29
Bacon, Layflt 14/18 GF Smoked	\$ 3.50	\$ 3.50	\$ 3.65	\$ 3.82	\$ 3.89	\$ 3.89	\$ 3.89	\$ 3.91	\$ 3.91	\$ 3.91	\$ 4.07	\$ 4.07	\$ 4.07	\$ 3.86
Beef, Cert. Angus, Choice Ribeye	\$ 7.15	\$ 6.98	\$ 8.35	\$ 8.83	\$ 8.78	\$ 8.78	\$ 8.15	\$ 8.15	\$ 8.15	\$ 8.15	\$ 8.55	\$ 8.55	\$ 8.55	\$ 8.31
Beef, Ground Patties, Cert Angus,	\$ 2.75	\$ 3.10	\$ 3.10	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.25	\$ 3.25	\$ 3.25	\$ 3.25	\$ 3.15	\$ 3.16
Beef, Tenderloin Medallions,	\$ 8.99	\$ 10.85	\$ 11.67	\$ 11.61	\$ 11.61	\$ 11.61	\$ 11.61	\$ 11.25	\$ 11.25	\$ 11.25	\$ 11.25	\$ 11.25	\$ 11.25	\$ 11.38
Pork Tenderloin, 1.5 DN Fresh,	\$ 3.58	\$ 3.45	\$ 3.25	\$ 2.92	\$ 3.58	\$ 3.58	\$ 3.75	\$ 3.75	\$ 3.86	\$ 3.86	\$ 3.86	\$ 3.86	\$ 3.86	\$ 3.61
Ribeye steak no/tail prime 6oz	\$10.95	\$ 15.68	\$ 16.98	\$ 16.98	\$ 16.98	\$ 17.23	\$ 17.23	\$ 17.53	\$ 17.53	\$ 17.53	\$ 17.53	\$ 17.53	\$ 17.38	\$ 17.14
SMALLWARES														
Glass, Mixing 16oz. Libby	\$ 0.91	\$ 1.20	\$ 1.20	\$ 1.32	\$ 1.32	\$ 1.32	\$ 1.10	\$ 1.10	\$ 1.10	\$ 1.10	\$ 1.10	\$ 1.10	\$ 1.10	\$ 1.18
Glass, Wine #3783, Libby	\$ 2.38	\$ 2.48	\$ 2.48	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.86	\$ 2.79
Glass, Mixing Beverage , 12 oz, L	\$ 1.57	\$ 1.81	\$ 1.81	\$ 1.99	\$ 1.99	\$ 1.99	\$ 1.26	\$ 1.26	\$ 1.26	\$ 1.26	\$ 1.26	\$ 1.26	\$ 1.26	\$ 1.56
Spatula, Hi temp, 16.25"	\$10.45	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35	\$ 13.35
PRODUCE														
Avacado, Hass, Fresh	\$ 0.83	\$ 0.98	\$ 0.75	\$ 0.60	\$ 0.60	\$ 0.78	\$ 0.78	\$ 0.98	\$ 0.89	\$ 0.95	\$ 1.12	\$ 1.12	\$ 1.12	\$ 0.87
Lettuce, Romaine, Heart , Iceless	\$ 1.75	\$ 2.05	\$ 2.15	\$ 3.78	\$ 3.25	\$ 2.89	\$ 2.05	\$ 1.98	\$ 1.65	\$ 1.65	\$ 1.77	\$ 1.77	\$ 1.77	\$ 2.27
Tomato, Plum, Fresh	\$ 0.72	\$ 0.85	\$ 0.85	\$ 0.94	\$ 0.94	\$ 0.94	\$ 0.89	\$ 0.89	\$ 0.82	\$ 0.70	\$ 0.70	\$ 0.70	\$ 0.70	\$ 0.84
Lettuce, Iceberg, Premium, Choice	\$ 0.74	\$ 0.95	\$ 1.15	\$ 1.40	\$ 1.20	\$ 1.15	\$ 1.05	\$ 0.89	\$ 0.89	\$ 0.73	\$ 0.77	\$ 0.77	\$ 0.77	\$ 1.00
Strawberry, Fresh,	\$ 2.22	\$ 2.22	\$ 2.54	\$ 2.91	\$ 2.95	\$ 2.89	\$ 2.70	\$ 2.12	\$ 2.12	\$ 2.02	\$ 2.15	\$ 2.15	\$ 2.15	\$ 2.43
Asparagus large	\$ 2.50	\$ 2.80	\$ 2.85	\$ 5.36	\$ 4.15	\$ 3.25	\$ 2.60	\$ 2.25	\$ 2.25	\$ 2.35	\$ 2.35	\$ 2.45	\$ 2.45	\$ 2.97
GENERAL GROCERY/ FROZEN														
Bean, Green, Whole Haricot Vert,	\$ 1.77	\$ 1.85	\$ 1.98	\$ 1.98	\$ 1.98	\$ 1.98	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.87
Cheesecake, Plain, 16 pcs. Eli's	\$16.72	\$ 17.55	\$ 17.55	\$ 18.79	\$ 18.79	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.55	\$ 17.78
Potato Fry 5/16 Stealth, Skin on	\$ 1.20	\$ 1.30	\$ 1.30	\$ 1.30	\$ 1.30	\$ 1.30	\$ 1.30	\$ 1.30	\$ 1.25	\$ 1.25	\$ 1.25	\$ 1.25	\$ 1.25	\$ 1.28
Ravioli, Cheese Arezzio, 0.65 oz	\$ 2.72	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13	\$ 3.13
Tortilla, Corn Wheat, Precut ,	\$ 0.59	\$ 0.65	\$ 0.65	\$ 0.70	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.62
Roll, Assorted ,1.25oz ea.,	\$0.24	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28	\$ 0.28
DRY GOODS														
Dressing, Blue Cheese Chunky	\$14.26	\$ 14.95	\$ 14.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.95	\$ 15.77
Ketchup, Squeeze, Heinz	\$ 0.09	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08	\$ 0.08
Oil, Olive Blend 80/20	\$ 8.96	\$ 9.79	\$ 9.79	\$ 11.19	\$ 11.19	\$ 11.19	\$ 11.19	\$ 11.19	\$ 11.19	\$ 11.19	\$ 11.25	\$ 11.25	\$ 11.25	\$ 10.95
Pasta, Rotini, Spiral	\$ 1.08	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34	\$ 1.34
Sugar, Granulated, Extra	\$ 0.74	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.69	\$ 0.52	\$ 0.52	\$ 0.52	\$ 0.52	\$ 0.64
Shortening, Canola Creamy	\$ 0.90	\$ 0.95	\$ 0.95	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01	\$ 1.01	\$ 0.92	\$ 0.92	\$ 0.92	\$ 0.98
BEVERAGES														
Coffee Liquid Colombian	\$60.18	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 65.68	\$ 63.87	\$ 63.87	\$ 63.87	\$ 65.35
Juice Orange 100%concentrate	\$ 3.26	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64	\$ 3.64

Food & Beverage Wage Comparison

Sales (Food & Beverage Only)*	2013	2012	2011	2010	2009
Restaurant Food & Beverage Sales	2,259,477	2,045,168	\$2,031,276	\$1,992,973	\$1,847,866
Banquet Food & Beverage Sales	2,137,027	2,144,774	\$2,172,071	\$1,899,056	\$1,681,240
Total Food & Beverage Sales	4,396,504	4,189,342	\$4,203,347	\$3,892,029	\$3,529,106
*excludes premium service, room charges, addl. service fees, etc.					
Banquet	2013	2012	2011	2010	2009
Banquet Servers	87,528	98,465	\$102,160	\$80,287	\$74,109
Banquet Bartenders	8,026	8,317	\$10,275	\$11,372	\$11,392
Sales Asst.	72,108	77,622	\$74,526	\$57,998	\$55,400
Houseman	43,950	40,584	\$40,099	\$51,416	\$65,259
Total Banquet Part-Time Labor	211,612	224,988	\$227,060	\$201,073	\$206,161
Part-Time Bqts Labor % from Total Bqts F & B Sales	9.90%	10.49%	10.45%	10.59%	12.26%
Banquet Full-Time Labor Salaries*	178,433	186,873	\$172,832	\$172,253	\$172,153
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	8.35%	8.72%	7.96%	9.07%	10.24%
*Includes F & B Director (Salary split equally Bqts & Rest)					
Restaurant Front House	2013	2012	2011	2010	2009
Restaurant Servers	\$126,198	115,782	\$117,722	\$117,176	\$98,906
Restaurant Bartenders	\$30,129	31,234	\$29,636	\$25,601	\$33,248
Restaurant Host/Hostess	\$34,669	34,833	\$34,041	\$26,279	\$37,278
Restaurant Busser/Runner	\$60,105	52,558	\$47,353	\$44,383	\$58,461
Restaurant Office	\$14,295	9,632	\$15,499	\$3,902	\$1,482
Total Restaurant Part-Time Labor	\$265,396	241,039	\$244,250	\$217,342	\$229,375
Part-Time Restaurant Labor % from Total Rest F & B Sales	11.75%	11.93%	12.02%	10.91%	12.41%
Restaurant Full-Time Labor Salaries*	\$147,668	143,783	\$124,644	\$115,234	\$138,940
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	6.54%	7.03%	6.14%	5.78%	7.52%
*Includes F & B Director (Salary split equally Bqts & Rest)					
Kitchen	2013	2012	2011	2010	2009
Dishwasher	146,838	140,626	137,516	129,389	125,725
Line Cooks	293,147	350,127	347,775	277,223	275,732
Prep Cooks	57,318	53,165	20,523	30,670	21,528
Total Part-Time Kitchen Labor	497,303	543,918	505,814	437,282	422,985
Part-Time Kitchen Labor % from Total F & B Sales	11.31%	12.98%	12.03%	11.24%	11.99%
Kitchen Full-Time Labor Salaries	158,965	126,967	\$132,127	\$129,522	\$116,836
Full-time Kitchen Labor % from Total F & B Sales	3.62%	3.03%	3.14%	3.33%	3.31%
Overall Part-Time Labor	\$974,311	\$1,009,945	\$977,124	\$855,696	\$858,521
Part-Time Labor % from Total F & B Sales	22.16%	24.18%	23.25%	21.99%	24.33%
Overall Full Time Labor	\$485,066	457,623	\$429,604	\$417,009	\$427,930
Overall Labor % from Total F & B Sales	11.03%	10.92%	10.22%	10.71%	12.13%

Restaurant Marketing Collage

2013 Arrowhead Collage

Restaurant Marketing

Print & Web Ads

Arrowhead
RESTAURANT & BAR

- Unique American cuisine and premium wine selection
- Daily Specials featuring Wednesday's Kid's Eat Free*
- Live music every Thursday, Friday and Saturday evening
- Outdoor patio seating

Join us for lunch and dinner! Reservations at 630.510.5070

*Valid only with adult purchase

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

Open for Lunch and Dinner
Menu available online...www.arrowheadgolfclub.org

- Appetizers, sandwiches and entrees
- Daily and weekly specials
- Full bar includes extensive list of wine menu
- Outdoor patio seating
- Live music Thursdays, Fridays and Saturdays

\$5 off \$25*

*Valid only with adult purchase

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

Located at 200151 Eisenhower Road, Wheaton | 630.510.5070

Open for Lunch and Dinner
Menu available online...www.arrowheadgolfclub.org

- Appetizers, sandwiches and entrees
- Daily and weekly specials
- Full bar includes extensive wine list and craft beer menu
- Outdoor patio seating
- Live music: Thursdays, Fridays and Saturdays

Ask about our corporate dining program.

Scan for printable coupon

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

Open for Lunch and Dinner

Restaurant & Bar

- Craft Beer Menu
- Daily and Weekly Specials
- Football Sandwiches
- Outdoor Patio Seating

Events

- Holiday Parties
- Social Gatherings
- Family Range Parties
- Corporate Meetings
- Team Building
- Golf Outings

Join our Mobile "VIP" Club and receive exclusive discounts and offers.

Text: Arrow To: 48398

Download the Arrowhead mobile app for your smartphone or tablet. The app features exclusive offers, daily specials, and more. Download the app for your smartphone or tablet. The app features exclusive offers, daily specials, and more. Download the app for your smartphone or tablet. The app features exclusive offers, daily specials, and more.

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

Open for Lunch and Dinner

Dinner & Bar

- Appetizers \$12.99 (12-15)
- 12oz W Steaks \$19.99 (12-15)
- 12oz W Steaks \$19.99 (12-15)
- 12oz W Steaks \$19.99 (12-15)

Drinks

- Craft Beer
- Daily Specials
- Full Bar
- Soft Drinks

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

Outdoor Patio Seating

Monday's Burgers \$5

Wednesday's Kid's Meals Free

*Valid only with adult purchase

www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

\$5 off

lunch or dinner with a minimum purchase of \$25

*Valid only with adult purchase

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

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RESTAURANT & BAR

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Restaurant & Bar

- Craft Beer Menu
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630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

What's New Join Arrowhead for a night of Mystery!

Thursday, October 24 | 6:30 pm

The exclusive dinner and evening concert during this exclusive mystery night. Dinner and drinks are \$25.00 per person. Includes live music!

Special limited purchase your table size and surrounding table seating at Arrowhead.

200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org | 630.510.5070

Join us for Thanksgiving Dinner

Thursday, November 21 | 5:30 pm - 9:00 pm

Enjoy a special Thanksgiving dinner at Arrowhead. The menu features turkey, stuffing, cranberry sauce, green bean casserole, mashed potatoes, and more. Live music and entertainment. \$25.00 per person. \$20.00 for children 12 and under. \$10.00 for children 6 and under. \$5.00 for children 3 and under. \$2.00 for children 1 and under.

200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org | 630.510.5070

Arrowhead
RESTAURANT & BAR

\$5 off

lunch or dinner with a minimum purchase of \$25

*Valid only with adult purchase

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

\$5 off

lunch or dinner with a minimum purchase of \$25

*Valid only with adult purchase

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

FOOTBALL SUNDAYS

Enjoy the game from 10:30 am to 1:00 pm. \$10.00 per person. Includes live music and entertainment. \$10.00 per person. \$5.00 for children 12 and under. \$2.00 for children 6 and under. \$1.00 for children 3 and under. \$0.50 for children 1 and under.

200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

STRAIGHT TAP

VIP BEER TASTING EVENT

January 25 | 1:30-4:00 pm

Specialty Taps | \$15.00 | \$10.00 | \$5.00

200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org | 630.510.5070

Join our Mobile "VIP" Club

Receive exclusive discounts and offers.

Text: Arrow To: 48398

From Apples & Honey

Text to: 48398

630.510.5070 | 200151 Eisenhower Blvd., Wheaton | www.arrowheadgolfclub.org

Restaurant Marketing Collage

Signage

2013 Arrowhead Collage

Restaurant Marketing

Signage

The collage consists of 20 individual marketing signs for Arrowhead Restaurant & Bar, arranged in a grid. Each sign features the restaurant's logo and details for a specific event or promotion.

- 2013 Events:** A list of upcoming events and contact information.
- Scotch Dinner:** Thursday, January 17 | 7-9P. Celebrate Lunch at Arrowhead!
- Weekly Specials:** A menu of daily specials including Appetizer, Soup, and Main courses.
- Arrowhead Beer, Everyone's a Winner:** A table listing various beer options and prices.
- Arrowhead Craft Beer Tasting & Entertainment:** An evening of craft beer and entertainment.
- Mother's Day Menu:** May 12, 2013. Celebrate Mother's Day with a special menu.
- Celebrate Father's Day!** Southern Style Buffet & Brunch. Friday, June 14, 2013 | 11am-3pm.
- 80's Night at Arrowhead:** Friday, August 2 | 7 to 11pm. Featuring music by Spence 80.
- Arrowhead's throwing a Beach Party!** Thursday, August 29. Party starts at 7 pm.
- MEMORIAL PARK GOLF COOK-OFF 2013:** An event at Memorial Park.
- FALL EVENTS:** A list of fall-themed events including Football Season, Oktoberfest, Murder Mystery, and Tequila Dinner.
- FOOTBALL Sundays:** Regular Season Games, 50C Wings, and Corn Vending Machine.
- Join us for a night of mystery at Arrowhead:** Saturday, February 9 | 4-8 pm. A mystery dinner event.
- OKTOBERFEST:** September 21-October 6. A celebration of German beer and food.
- TEQUILA DINNER:** November 7-9. A special dinner featuring tequila.
- Ugly Sweater:** Friday, December 20 | 7 p.m. A party where guests wear ugly sweaters.

Restaurant Marketing Collage

Eblasts

2013 Arrowhead Collage

Restaurant Marketing

Eblasts



Restaurant Marketing Collage

Coupons/Incentives

2013 Arrowhead Collage

Restaurant Marketing

Coupons/Incentives



The Hunted Hunter Join Arrowhead for a night of Mystery!
 Thursday, October 24 | 6:30 pm

You could be a detective or a leading suspect during this interactive murder mystery dinner show which includes a delicious three course dinner and cocktail hour.
 \$60 per person (includes tax & gratuity)
 Space is limited, so purchase your tickets now at arrowheadgolfclub.org/tickets or at Arrowhead.

26W151 Butterfield Road, Wheaton | arrowheadgolfclub.org | 630.653.5800

FOOTBALL SUNDAYS

Regular Season Games
 5K Wings
 \$2 Million in prizes
 On football Saturdays, enter for a chance to win \$2 million in prizes. *Must be 21 and over to play for prizes. Void where prohibited.

26W151 Butterfield Road, Wheaton | arrowheadgolfclub.org



JOIN US FOR THANKSGIVING DINNER
 Thursday, November 29 | Noon to 5 pm seating

Enjoy a four course Thanksgiving dinner with all the trimmings! Start with butternut squash soup and a garden of Caesar salad, then enjoy a main course of herb roasted turkey, sage bread stuffing, whipped potatoes, and smashed sweet potatoes. Finish with pumpkin pie or chocolate mousse and holiday cookies.
 - \$29.95 per person | \$19.95 children 10 and under

Call 630.510.5079 for reservations.

26W151 Butterfield Road, Wheaton | arrowheadgolfclub.org | 630.653.5800

STRAIGHT FROM THE TAP
VIP BEER TASTING EVENT
 January 25 | 1:30-4P
 Doors Open at 1P
 \$45 VIP Ticket
 \$20 Designated Driver

Tickets at arrowheadgolfclub.org
 12 breweries, 32 unique craft beers, hors d'oeuvres, and entertainment

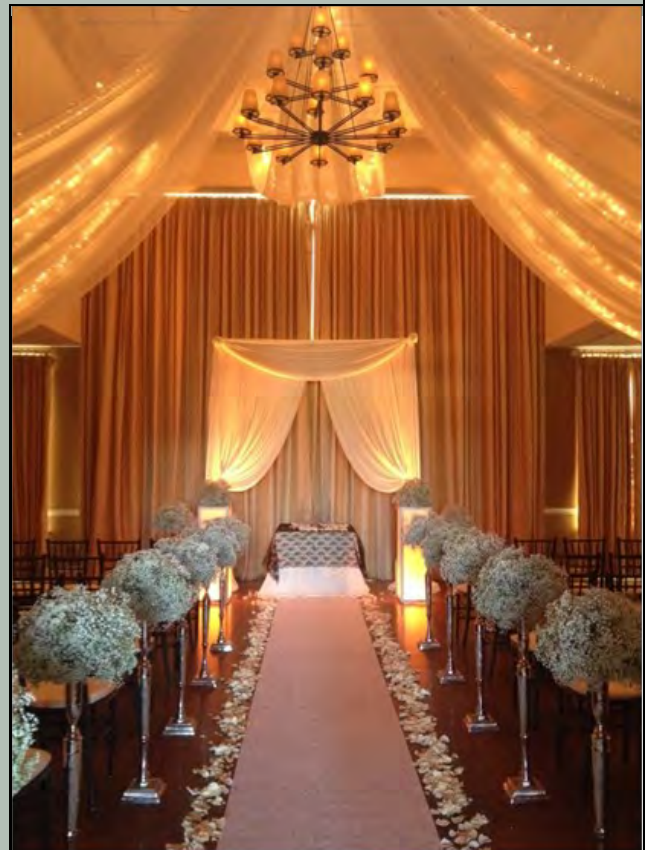
26W151 Butterfield Road, Wheaton | arrowheadgolfclub.org | 630.653.5800

Warm-up Special
Complimentary Hot Chocolate(s)
with purchase of Ski Rental Package(s)*

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

Expires March 31, 2013
 Coupon Code: 1K12-03





Banquets and Events

In late 2012, staff created a comprehensive grid of minimum room sales requirements that took greater advantage of our prime-time summer months, particularly Saturdays, and contributed toward an increase in earnings of 15% for 2013.

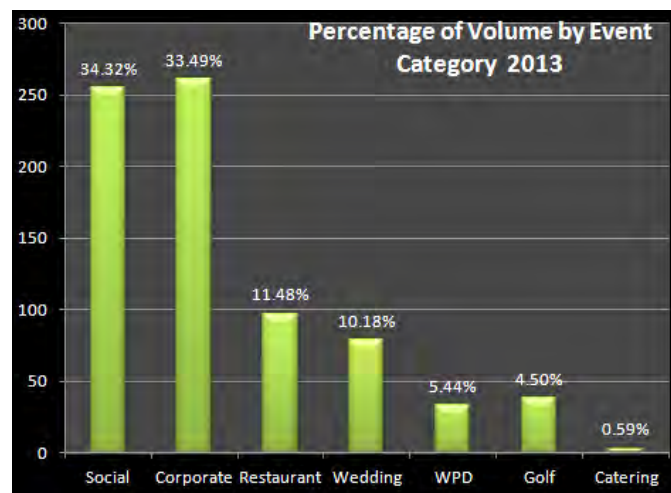
In addition, sales packages were streamlined and became the standard for meetings and memorials. These new sales packages saved time in the sales process and made the branding of the Arrowhead product easier for our guests to understand. Offerings were fine tuned to enhance core competencies and eliminate non-essential and/or non-profitable offerings.

In 2013, Arrowhead hosted an average of

2.08 banquet events per day or 14.63 events per week.

2012 Events Categorized by Type and Volume:

	Corporate	Social	Wedding	WPD	Golf	Catering	Restaurant	Monthly Totals
Jan	9	12	2	3	-	-	6	32
Feb	16	12	3	4	-	-	13	48
Mar	23	5	5	4	-	1	7	45
Apr	22	17	5	2	-	-	6	52
May	30	25	7	4	-	1	9	76
June	23	28	12	3	8	-	14	88
July	30	28	8	-	8	-	4	78
Aug	22	20	9	2	10	-	4	67
Sep	24	26	9	3	11	-	8	80
Oct	31	21	7	4	1	-	8	72
Nov	24	13	7	3	-	-	9	56
Dec	7	48	6	1	-	1	12	75
Totals	261	255	80	33	38	3	100	762

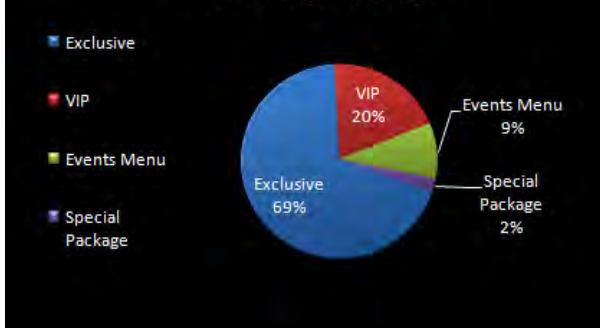


Wedding Events

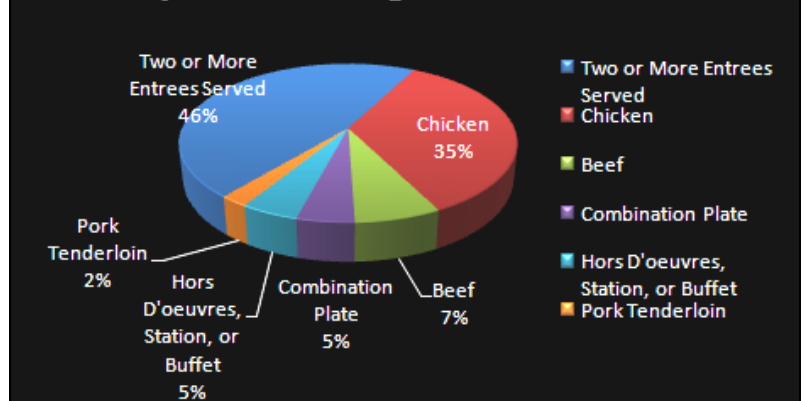


- ✓ The average wedding at Arrowhead Golf Club cost **\$21,343 in 2013**,
- ✓ up from **\$18,593 in 2012**.
- ✓ The average wedding hosted **169.4** wedding guests.
- ✓ In 2013, Banquets and Events service and bartender staff served **13,384 wedding guests**.

Wedding Packages

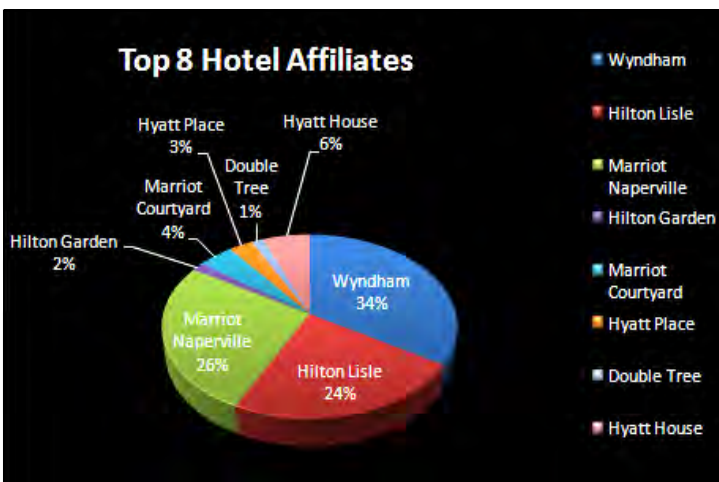


Popular Wedding Menu Selections



Hotel Partnerships

Top 8 Hotel Affiliates



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.

Outdoor Wedding Site



More couples choose the same location to hold their combined event of wedding ceremony and reception; per www.theweddingreport.com. Arrowhead Golf Club continued to offer onsite options for wedding vows both outside as well as inside in our ballroom.

OUTDOOR CEREMONIES

- ♥ Overall attendance at our outdoor wedding site totaled **3,387 guests**.
- ♥ Twenty outdoor weddings brought a **gross revenue of \$21,625** in 2013.

INDOOR CEREMONIES

- ♥ **945** attended our indoor wedding site in 2013.
- ♥ Seven 2013 indoor weddings brought a gross revenue of **\$8,350**.
- ♥ The one hour between outdoor ceremony and reception helps boost restaurant bar sales.

Wedding Industry Trends 2013



◆ Beverages Important as Food.

While wine was still very much a staple in 2013, craft beer took center stage. Wedding couples consider the beverages served at their receptions to be just as important as the food. With so many varieties of beer available, the possibilities are endless. Serving a beverage brewed in the couple's college town or named something relative to the relationship can bring forward good taste as well as symbolism. www.theknot.com.

Arrowhead Restaurant and Bar is already known for its extensive beer and wine list. In 2013, premium and craft beers were added as available upgrades to banquet events.

◆ Simple Showers

In 2013, bridal showers were inspired by Pinterest. Light and simple, short and sweet, easy to eat. Many foods were set out in advance and ready for guests to pickup at their leisure while strolling and chatting. Though not deemed a cocktail party or buffet, brides were opting for these stationed displays of finger foods, and dispensers of colorful beverages. www.bridalguide.com.

Arrowhead followed this trend by implementing a new "boutique" shower menu offering mini sandwiches, individual salads in cups, fruit in martini glasses and delightful cupcakes for dessert. These items are placed on trays on different tiers or book shelves offering the appeal of elegance and fun while still allowing for simplicity.

◆ Social Media

Pinterest, Facebook, Twitter and Instagram. Blogs, posts, pins and tweets are everywhere. Social media is not just a trend anymore. It's a standard practice when searching for related information, ideas and more. www.theknot.com.

In 2013, Arrowhead posted a ballroom or ceremony site photo to Facebook and Instagram following every wedding congratulating the couple. Hash tagging Arrowhead promotes exposure to millions of social media users.

◆ Weddings Less Religious

The number of weddings that took place in religious institutions declined in 2013. In hand with the move toward more-casual weddings, religious institutions were chosen less frequently for the wedding ceremony. While statistics have not yet been calculated for 2013, last year only 35% of brides opted to hold their wedding in a house of worship, down 6% from the year before. Additionally, more couples opted to have a friend or family member officiate the ceremony. Arrowhead experienced an upswing of onsite ceremonies from 2012 to 2013. www.theknot.com

In order to create more exposure of Arrowhead's ceremony site, advertisements were enhanced with larger or additional photos of the ceremony area. Additional garden chairs were purchased to meet the demand for more seating. Also, in 2013, arrowhead added a non-denominational wedding officiate as a additional vendor to the wedding showcase.

Arrowhead's Wedding Showcase continued to be at the forefront of everything new and exciting. Arrowhead features an annual wedding showcase exclusively for brides and grooms booked for upcoming Arrowhead weddings. Couples and their families have the opportunity to see, touch and taste many of the latest offerings and upgrades available. Tables are draped in the most popular and trending colors and textiles. The showcase includes sampling wedding cakes and hors d'oeuvres, tasting wine and viewing the enticing presentations of Chef Alan's signature dishes. Preferred vendors are on hand and include nearby hotel properties, florists, photographers and entertainment companies. Clients are delighted to attend this fantastic experience and as a result almost always add something special to their package.



My husband and I had our wedding ceremony and reception at Arrowhead. It was the most beautiful and elegant wedding and everything I had envisioned. The food was amazing, the staff was wonderful and we had absolutely NO issues at all. I would highly recommend this venue for ceremony and reception. They did such a great job and I'm forever grateful to them for giving us such a wonderful wedding day! -March 2013 Wedding Ceremony and Reception

*I could not have asked for a better venue and staff to work with. The venue is always kept in pristine condition and looking beautiful and clean. I would recommend anyone having any event, especially a wedding, at Arrowhead. Everything (food, decor, ceremony site & staff) were perfect!
-August 2013 Wedding Ceremony and Reception*



Cancellations

In 2013, Arrowhead had 3 wedding reception cancellations. This was a decrease from 6 cancellations in 2012. Of the 2013 cancellations, one of the receptions moved to a later date and the other 2 dates were rebooked by other couples. All cancellations were not due to facility or venue concerns, rather a result of family or personal issues.

2013 cancellations represented **\$43,000** of anticipated business.

Staff was able to rebook **\$43,000** of that business on newly opened dates and approximately

\$4,000 was booked to miscellaneous income as a result of lost deposits from wedding reception/ ceremony cancellations.

Banquets Hosts Easter and Mother's Day

Banquet staff hosted two of the largest 2013 facility holiday brunches; Easter Sunday, March 21 and Mother's Day, May 12.



494 Easter guests were served,
generating net profit of \$6,512.



\$42.95 per adult, \$20.95 per child (5-12 yrs. old) and no charge for children 5 and under.

<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 Tendrs	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 parfait
Blueberry Blintz	BBQ Bass	Romaine	Carrots			
Waffles		Asstd dressings	Potatoes			
Cheese display			Gravy			
Fresh fruit						
Breads						
Made-to-order omelets						



406 Mother's Day guests were served,
generating net profit of \$5,483.



\$42.95 per adult, \$20.95 per child (5-12 yrs. old) and no charge for children 5 and under.

<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
Scrambled Eggs	Smoked Salmon	Caprese Salad	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 parfait
Blueberry Blintz	BBQ Bass	Romaine	Carrots			
Waffles		Asstd dressings	Potatoes			
Cheese display		Pasta salad	Gravy			
Fresh fruit						
Breads						
Made-to-order omelets						

Events Marketing Collage

Print & Web Ads

2013 Arrowhead Collage

Event Marketing

Print & Web Ads

Weddings for all seasons

The only Arrowhead venue designed to allow you to host your wedding in any season.

- Full service event planning
- Personalized menus
- Outdoor and indoor reception
- Award-winning entertainment
- Award-winning ballroom
- Award-winning lighting
- Award-winning floral design

First Kiss to Last Dance

Arrowhead Golf Club
26W151 Butterfield Rd. | Wheaton, IL 60188 | 630.653.5800
www.arrowheadgolfclub.org/weddings

Weddings for all seasons

There's only one kind of night in Arrowhead, so the focus is solely on you and your guests.

- Full service event planning
- Personalized menus
- Outdoor and indoor reception
- Award-winning entertainment
- Award-winning ballroom
- Award-winning lighting
- Award-winning floral design

First Kiss to Last Dance

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Only one wedding per evening

- Full service event planning
- Personalized menus
- Outdoor and indoor reception
- Award-winning entertainment
- Award-winning ballroom
- Award-winning lighting
- Award-winning floral design

Choose our event planners today at 630.653.5800 or www.arrowheadgolfclub.org

Arrowhead Golf Club | 26W151 Butterfield Rd. | Wheaton, IL 60188 | 630.653.5800
www.arrowheadgolfclub.org/weddings

Celebration • Luncheon • Movies

- 27-hole Championship Golf Course
- Wedding and Social Events
- Private Golf and Bar Offering
- An Arrowhead Craft Beer and Wine Menu
- Live Entertainment Thursdays, Fridays and Saturdays

Lunch and dinner menus at arrowheadgolfclub.org

Reservations up to 1800

26W151 Butterfield Rd. | Wheaton, IL 60188 | 630.653.5800
www.arrowheadgolfclub.org

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First Kiss to Last Dance

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www.arrowheadgolfclub.org/weddings

It's your special day.

At Arrowhead Golf Club, we only book one reception each evening so the focus is on you and your guests. Contact our event planners today at 630.653.5800 or events@arrowheadgolfclub.org.

Arrowhead Golf Club | 26W151 Butterfield Rd. | Wheaton, IL 60188 | 630.653.5800
www.arrowheadgolfclub.org/weddings

It's your special day.

At Arrowhead Golf Club, we only book one reception each evening so the focus is on you and your guests. Contact our event planners today at 630.653.5800 or events@arrowheadgolfclub.org.

Ballroom Dinners • Social Events • Corporate Events

Arrowhead Golf Club | 26W151 Butterfield Rd. | Wheaton, IL 60188
630.653.5800 | arrowheadgolfclub.org/weddings

Spectacular Views Impeccable Service

- Spectal Occasions
- Meetings & Outings
- Restaurant & Bar
- Weddings
- Memorial Lunches
- Rehearsal Dinners
- Baptism, Communion & Confirmation Lunches
- Showers

www.arrowheadgolfclub.org | 26W151 Butterfield Road | 630.653.5800

Arrowhead offers you and your guests a one-of-a-kind experience featuring unique cuisine and spectacular views.

Ask us about our holiday party packages!

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

Don't miss a chance to host a memorable holiday event.

Receive a complimentary upgrade when you reserve by November 30.*

Arrowhead offers you and your guests a one-of-a-kind experience featuring unique cuisine and spectacular views.

View our holiday packages by clicking on the ad.

*All other offers, restrictions and terms apply. See our website for details.

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

Events Marketing Collage

Eblasts & Postcards

2013 Arrowhead Collage

Event Marketing

Eblasts & Postcards



Call Arrowhead today to get your party started!

Don't miss a chance to host a memorable holiday event at Arrowhead Golf Club. Receive a complimentary upgrade when you reserve by November 30.*



Arrowhead offers you and your guests a one-of-a-kind experience featuring unique cuisine and spectacular views.

View our holiday packages [here](#).

*This is valid only for newly contacted and deposited events and party must take place before 1/31/14

Arrowhead Golf Club
A Field of the Whetstone Park District
29W111 Goldenrod Road, Wheeling, IL 60090
630.653.5802 | www.arrowheadgolfclub.org

Quick Links
[Arrowhead Golf Club](#)
[Dedicated Services](#)
[Ball Rooms and Outdoor Spaces](#)
[Specialty & Social Events](#)
[Weddings at Arrowhead](#)
[Member Club Details](#)

Get Connected!



All the ingredients for the perfect wedding ...

Arrowhead
WEDDINGS

Rehearsal Dinners - Bridal Showers - Ceremonies & Receptions

Let our event planners create the perfect day. We are closing out 2013 and offering deep discounts on select ceremony and reception dates in July, August and September!

See our photos gallery at
www.arrowheadgolfclub.org

Call 630.653.5802 or email events@arrowheadgolfclub.org



All the ingredients for the perfect wedding ...

Arrowhead
WEDDINGS

Ceremonies & Receptions - Rehearsal Dinners - Bridal Showers

We are closing out 2013 and offering deep discounts on select ceremony and reception dates in October, November and December!

See our photos gallery at
www.arrowheadgolfclub.org

Call 630.653.5802 or email events@arrowheadgolfclub.org



Events Marketing Collage

Signage

2013 Arrowhead Collage

Event Marketing

Signage

Weddings at Arrowhead

Only One Wedding Per Night



Ballroom Accommodating up to 300 Guests
Indoor and Outdoor Ceremonies
Extraordinary Cuisine

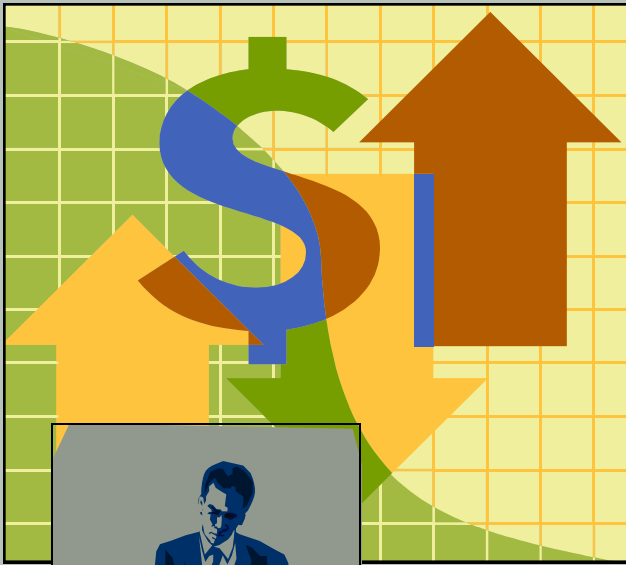
Contact our event planning team
at events@arrowheadgolfclub.org
or at 630.653.5802

Holiday Parties at Arrowhead

Celebration, Laughter, Memories



Pick up a holiday package flyer inside
or contact our event planning team
at events@arrowheadgolfclub.org
or at 630.653.5802



Food and Beverage Marketing Overview 2013

Arrowhead's marketing team strives for tomorrow's success daily. An eye for future trends in communication is the goal in sending the word out to the world. New and innovative methods to market Arrowhead and all the opportunities it has offer are continually explored.

No longer can the team rely on yesterday's methods. Social media, instant communication in QR codes and e-mail blasts are some of today's techniques. Careful record keeping confirms success rates but it's up to Arrowhead's marketing team to uncover new methods and discover successful techniques that lie in the days, months and years ahead.

An overview of the various mediums utilized in 2013 follows.

Marketing Overview



Print Advertising

Print advertising continues to be a tried and true method with our audiences. Staff promotes in the following local and regional newspaper and magazine publications such as the Chicago Tribune, Daily Herald, Wheaton Leader, West Suburban Living, Naperville, Windy City Guide, Glancer 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.

Web Advertising

Website advertising plays a large part in Arrowhead's marketing success. With online usage increasing in our country by more than 20% ,(average time spent on the internet) it is important that we allocate our efforts and resources to industry specific websites. These include 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, triblocal.com, and wheatonpatch.com. Arrowhead's presence on many of the event websites and directories provide staff with direct leads coming straight to us through email. Below is an example of the number of leads that are generated from these listings.

Eventective: 694 viewers clicked through to our website / 432 were indirect leads / 21 referrals

E-commerce Marketing

E-blasts: Eblasts continue to be a valuable tool. Through regular scheduling, these blasts not only reach our targeted audiences, but they provide a direct link to the Arrowhead website, registration and contact information. Plus, we can monitor the end users behavior through the reporting available to us through constant contact, our email software system.

Social Media

Arrowhead continues to utilize Facebook and Twitter to announce various events, restaurant offers, event specials, live entertainment and general facility announcements. Social Media allows us to be able to communicate with our customers in a conversation format. In 2013, Arrowhead added Pinterest to it's social media platform. Pinterest is a pin board-style sharing site that allows us to share wedding images from events and interests.

On-Site marketing

In 2013, Arrowhead boasted more than 225,000 guests through golf, restaurant and banquets.

It is important that we have a consistent marketing message on-site for our guests through outdoor signage on Butterfield Road and at various entrances. On the inside of the facility, we utilize framed posters, table tents, and handouts at waiting or lingering points. Additionally, we distribute various coupons and incentives to cross country skiers, golf league participants, permanent tee players and seniors and restaurant patrons.

Schools/Community Outreach

We are proud to be a destination for our local school and community groups. During football season, we provide light snack bars for fans after local high school games. In addition, we advertise in their directories, sport programs, discount cards and participate in local fundraisers such as Dine Away Hunger. We generously provide foursomes of golf and discounts to other community groups such as Rotary Club, Kiwanis, local school pta's, and many others.



Product

Arrowhead Restaurant and Bar offers a contemporary American cuisine to accommodate a wide range of tastes. The menu is updated twice a year and continues to offer a wide range of favorites, like burgers, sandwiches, homemade soups and salads.

Menus were refreshed in the Spring and Fall of 2013 to keep offerings vibrant and seasonal. New Sandwiches such as the Mushroom Asparagus Panini and Shrimp BLT were added. The menu offers the higher-end cuisine entrees such as Corkscrew Pasta and Chicken and BBQ Salmon, along with new items such as Ginger Mahi and Cabernet Beef Stew.

Arrowhead continued to enhance their wine and craft beer offerings. In addition, “Pairing” suggestions of both wine and craft beers were created on the actual menu for all entrée offerings. There are 16 handle “taps” for draft beer, standard bottled beer selection and 25 craft beer items featuring beers such as Two Brothers Dog Days Dortmunder, Smutynose Old Brown Dog and New Holland Dragon’s Milk. The restaurant continued to feature drink specials and offerings to coincide with sports tournaments and holidays. During the Thanksgiving holiday, as many as 5 pumpkin beers could be found on the menu.

Lunch is served daily from 11 a.m. to 4 p.m. and dinner from 4 p.m. to 10 p.m. on weekdays and 11 p.m on weekends. Food and beverage service closes at 9 p.m. Sundays. Arrowhead serves an a-la-carte breakfast menu Saturdays and Sundays from 9 a.m. to 3 p.m., May through October. The menu features an assortment of omelets, benedicts, pancakes and Arrowhead’s signature Bloody Mary.

Price

Arrowhead Restaurant menu is priced in line with other competing restaurants. Appetizers range from \$6 to \$12 dollars, sandwiches from \$10 to \$15 and entrees \$14 to \$23. Beers range from \$4 to \$12, wine by the glass from \$7 to \$12 and well alcohol drinks are \$5.50.

Place (location)

Arrowhead is located in South Wheaton and within the boundaries of DuPage County. The town of Wheaton boasts more than 60,000 residents with neighboring Naperville at 140,000. It is located just minutes away from Danada Square East and West

Promotion

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

- | | | |
|--------------------------|---------------------|---------------------|
| Lucky Lunch Box Giveaway | Father’s Day Buffet | Mother’s Day Brunch |
| Ugly Sweater Contest | 80’s Night | Easter Brunch |
| Murder Mystery Dinner | NFL Sunday Specials | Summer Beach Party |
| Beer & Wine Tastings | Scotch Dinner | Mardi Gras |
| St. Patrick’s Day | Oktoberfest | Thanksgiving Dinner |



MEDIA	DATES	DESCRIPTION	RESULTS
West Suburban Living	Various	Dining guide, holiday ad	Awareness/web traffic
Business Ledger/Suburban Biz	Various	Meeting space/facility ads	Awareness/web traffic
DuPage convention & Visitors	Various	Hospitality/facility ads	Awareness/web traffic
TribLocal	Various	Restaurant/local area	Awareness/web traffic
ValPak	Jan-Feb	Restaurant feature w/coupon	Awareness
Here’s Chicago	Jan-Dec	Meeting planners guide/web banner ad	Awareness/web traffic
Restaurant Directory	Jan-Dec	Restaurant feature-area businesses/hotel	Awareness/web traffic
TheKnot	Jan-Dec	Bridal magazine/website feature	Awareness/web traffic
Wedding Wire Network	Jan-Dec	Bridal website features (8 sites)	Awareness/web traffic
Chicago Style Weddings	Jan-Dec	Bridal magazine/website feature	Awareness/web traffic
Arrowhead Homeowners	Jan-Dec	Arrowhead Directory-facility ad	Awareness
Eventective	Jan-Dec	Meeting Planners guide/leads	Awareness/web traffic
BizBash	March	Meeting Planners guide/web banner ad	Awareness/web traffic
Midwest Meetings	April	DuPage issue-facility/web banner ad	Awareness web traffic
Windy City Guide	July	Hospitality/restaurant/facility ad	Awareness/web traffic
Glancer Magazine	Nov	Holiday parties/facility ad	Awareness
Naperville Magazine	Nov	Holiday parties/facility ad	Awareness
City Grid Media	April 11-present	Search engine optimization/directory listings	Web traffic
Online sites/Social media	Various	Yelp, Facebook, Dex, Etc.	Web traffic

Marketing Overview

Website

Website Traffic & Statistics

We continue to collect data about the traffic to the Arrowhead Golf Club website through Google Analytics, a free service. For 2013, we reviewed what was being effective in driving traffic to the website and/or specific event or program registration. This traffic is then analyzed as it equates to online inquiries, reservations and event registrations. Traditionally we will see spikes in traffic as a result of e-blasts and web promotions. You will sometimes see a decrease in traffic after holidays or completion of a golf season.

In 2013, Arrowheadgolfclub.org attracted more than 71,000 unique visitors. The following is a recap showing the pages most viewed on the site.

Golf home page: 29,000

Wedding home page: 26,970

Golf Pricing: 22,300

Menus: 14,250

Golf Scorecard: 24,442

Events and specials: 18,853

Wedding facility photos: 16,612



The Arrowhead mobile set attracted 3,071 visitors. 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 2013, we received a total of 1,070 event inquiries through the Arrowhead website.

QR Codes

In 2013, we began utilizing QR codes on various collateral materials, e-blasts, posters and in print ads featured in the Restaurant Directory and Windy City Guide. These QR codes, when scanned from a smart phone, will direct the patron to a website, coupon or special offer or map.

Mobile Text Campaign

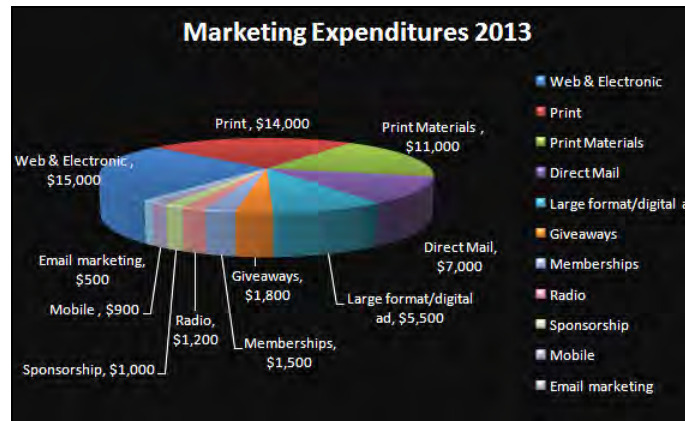
In 2013, we introduced a new mobile text campaign. Through this campaign, patrons are encouraged to text in to win a free appetizer at Arrowhead and are committing to receiving regular text updates. In total, we distributed a total of 8 mobile text campaigns in 2013 and have recruited a total of 297 subscribed customers. Relative to other golf facilities, Arrowhead is growing at a rate of approximately 15% above average. These campaigns included half-price appetizers during Black Hawks games, Free Appetizer with purchase of 2 entrees, \$5.00 off a purchase of \$25 or more, 20% off on Black Friday plus the golf course utilized the text program to promote fall rates.



Marketing Overview

Marketing Concentration

The chart below indicates our marketing expenditures for 2013 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

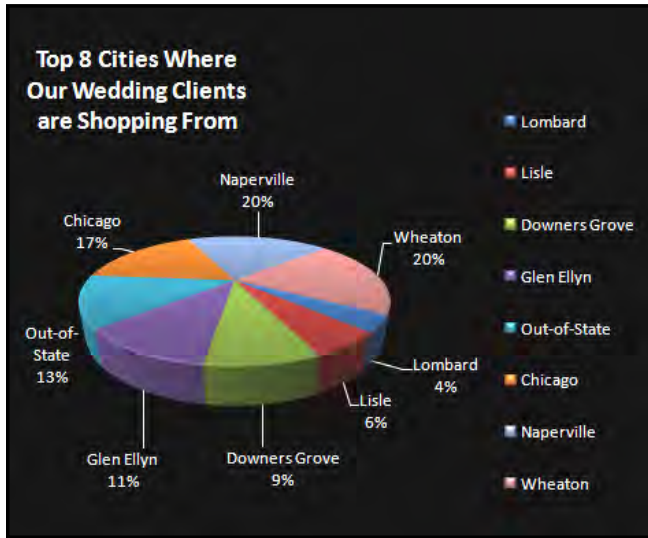
Coupon Distribution	Discount	Redeemed
WWS/Tiger Coupon	10% off food	173
WWS/Tigers Card	10% off food	108
Wheaton Rams Card	10% off food	205
Wheaton North HS Card	10% off food	10
WWS Free App Card	Free Appetizer	23
Manager given Free App Card	Free Appetizer promo	219
ValPak	\$5 off \$25	1,053
Kids Eat Free	One child free with paying adult	530
Fairway Card	Buy One/Get One	81
Fairway Guacamole	Free Guac and Chips	17
Rams Cheer Check	\$10 off food	390
Text Discounts	Free App/10% off	31
\$5 Discount WWS Coupon	\$5 off of \$25	231
Celebrity Chef	\$5 off \$25	36
Free Dessert Coupon	Free dessert	25
Holiday Voucher	\$5 off \$25	47
Holiday Voucher	\$10 off	130

E-blasts

For 2013, Arrowhead averaged a 30% open rate and a 10% click through rate. This click through rate is slightly lower than in 2012. This decrease tells us that we need to continue to grow our customer data base and create the eblast message and content in a way that appeals to the email subscriber or customer. As in 2012, we continued a regular monthly e-mail schedule and added in dedicated blasts for special events, new menu roll outs and seasonal updates.



Marketing Overview



The chart to the left explains the top 8 locations where our wedding clients are coming from. Over the past few years, Wheaton, Naperville and Chicago have been the top 3 locations.



Clients think of Arrowhead for many occasions although weddings were where the majority of requests were through the online inquiry forms.



The information to the left was compiled from online inquiry forms between January 1, 2013 and December 31, 2013.

Arrowhead Gives Back



Arrowhead's Executive Chef, Alan Pirhofer, joined twenty four other chefs Sunday, November 3, 2013 at Northeastern Illinois Area Agency's 22nd Annual **Celebrity Chef's Brunch** held at Drury Lane Oak Brook to benefit Meals on Wheels Brunch themed "Up the Ante to End Hunger". Award-winning NBC 5's Meteorologist Andy Avalos returned at Master of Ceremonies.

Agencies like this one have taken the lead in supplying home-cooked meals to at-risk seniors. Approximately **\$101,000 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 a New Orleans themed menu Andouille Sausage Crusted Catfish with a Crawfish Meunière sauce and Corn Maque Choux to a crowd of nearly 550 ticket holders.

Arrowhead continues to offer our "Charities Win" program developed for local school and fundraising drives. An agency arranges for a percentage of restaurant sales of guests they bring in on a specific date to be donated to their cause. The agency markets that particular date to encourage their supporters to dine at Arrowhead. The result is a win-win to both Arrowhead and the agency as it fills our restaurant and exposes new guests to our facility and also supports local fundraising causes.



Arrowhead Gives Back

Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated gift certificates in 2013 to many local causes, most of whom are listed below:

Addison Park District	Friends of Hoffman Estates Parks	Rotary Club of Schaumburg
American Brain Tumor Assoc	Geneva Park District	Saint Alexander catholic school
American Legion	Giant Steps	Sandburg Elementary School
Ameriprise	Glen Ellyn Backyard BBQ	Scarce
Arlington Heights Foundation	Glenbard East	Schaumburg Park Foundation
Autism Family Foundation	Glenbard South Boosters	Schneider Electric North America
B.R. Ryall YMCA	Glenbard South HS	Society of Former FBI
Bartlett Parks Foundation	Glenview Park District	Spectrios
Bear Necessities	Hackers Classic	St. Daniels Church
Bobcat Bash Cosley Zoo	Hanover Park Park Foundation	St. Irene School
Boys & Girls Club of Dundee Township	Hoffman Estates Park District	St. Joan of Arc School
BP American Cancer Society Relay for Life	IAPD legislative golf outing	St. Michaels School
Briar Glen Annual Family 5k	Immanuel Presbyterian	St. Petonille School
Carol Stream Chamber	Indian Boundary YMCA	Teen Parent Connection
Carol Stream Cougars Baseball Organization.	Inland for Onpar sponsorship	Tri County SRA
CASA Kane County	International Rett Syndrome Found	Washington Elementary
CASA of Dupage	Jefferson PTA	Waukegan park district
CASA of Dupage	Junior Achievement	WDSRA
CDH Fashionshow	Kane County Chief of Police Assoc.	Wee Heart Music
CFFU Burn Foundation	Lee Wulff Chapter of Trout Unltd	West Suburban Community Pantry
Channahon park district	Leisure Center Holiday Gala	Wheaton Chamber Gamon Awards
ComEd	Lincoln Elementary	Wheaton Kiwanis
Community Crisis Center	Lions	Wheaton Lions Golf Outing
Conceirge Olga Pierce	Lockport Township Park District	Wheaton Montessori School
Connection of Friends	Loretto	Wheaton Newcomers Group
Conservation Foundation	Loretto Convent Gala	Wheaton North
Cosley Classic	Lowell Elementary	Wheaton VFW
CUSD 200 Special Servcies	Madison Elementary	Wiesbrook Elementary School
Deerfield Park District	Metropolitan Family Services	Winfield Park District
DeKalb Park District	Midwest shelter for Homeless Veterans	Winfield Riverwalk Trail Fundraiser
Devry	Monroe Middle School	WWS High School
Dupage Community Foundation	Museum Windmill Weights Event	WWS HS. Friend of the Classics
Dupage Convalescent Center	NAMI	WWSHS Orchestra benefit
Dupage County Fair	Naperville Area Chamber	
Dupage County Historical Museum Casino	Naperville Area Humane Society Ball	
Night	Naperville Area Humane Society	
DuPage Homeownership Center	Naperville jr. Womans Club	
Dupage Pads	Naperville VFW	
DuPage Symphony Orchestra	National MS society	
Edison Middle School	NISRA	
Edward Foundation Gala (Edward Hosp)	Noonan Elementary	
Emerson Elementary	On Par	
Exchange Club of West DuPage	Palatine Park District	
Executive Womens Golf Assoc	Park District of Highland Park	
Family Shelter Service	Rally for the cure - Jeanne Wasser	
First Presbyterian Church of Wheaton	Rock Bottom for Ill Fire Safety Alliance	
	Rotary Christmas Inn	

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.

Breakdown of Space Donated to WPD and Affiliates	VALUE OF SPACE <i>Represents the minimum cost for an outside group to rent the space.</i>	COST TO ARROWHEAD <i>Includes set up, labor, linen and food & beverage fees.</i>
ADMINISTRATION <i>Events hosted by Wheaton Park District internally such as meetings.</i>	\$18,450	\$1,350
COMMUNITY <i>Space given to groups such as WWSHS or Chamber.</i>	\$3,800	\$300
RECREATION <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	\$18,350	\$1,250
Total Donation from AGC	\$40,600	\$2,900

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.

Breakdown of Discounts to WPD and Affiliates

	DISCOUNT/DONATION GIVEN <i>Represents the retail value of the event less the cost to the group.</i>
ADMINISTRATION <i>Includes WPD Mixer, Leisure Center, and other use of space by WPD</i>	\$62,663
COMMUNITY <i>Includes WPD affiliates such as Wheaton Chamber, WWSHS and WDSRA.</i>	\$33,977
COSLEY FOUNDATION <i>Includes events such as the Cosley Golf Outing, Bobcat Bash and other special meetings and events.</i>	\$25,321
RECREATION <i>Wheaton Rams Dinner Dance, Holiday Party and other special events.</i>	\$2,969
Total Donation from AGC	\$124,930

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. The amount increases to \$19,264 if figured on resident 9-hole rate of \$21.50.
- ✓ Players are given a small bucket of balls before playing a round of golf.



High School Golf	WWSHS	WNHS	TOTAL
Rounds	476	420	896
Green Fees	\$7,854	\$6,930	\$14,784
Range Balls	\$2,140	\$2,100	\$4,240
Total	\$11,994	\$9,030	\$19,024



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 or donations.

Area of Employment	Total 2013 Wages, by Area, to Wheaton Residents
Administrative	\$231,997
Custodial	\$2,467
Golf Maintenance	\$79,202
Golf (Pro Shop, Ranger, Starter)	\$70,944
Kitchen	\$63,481
Restaurant	\$195,418
Beverage Cart	\$4,241
Banquet	\$78,790
TOTAL	\$726,540

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 459 PAWS breakfasts were served in 2013.

Cosley Classic Golf Outing 2013 and it's 172 golfers, sponsors silent auction, gimmick holes, raffle and mulligans raised \$49,215 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.

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

TOTAL OF WHERE ARROWHEAD GIVES BACK

Donated Meeting Space	\$40,600
Discounts to WPD and Affiliates (Cosley shown separately)	\$99,609
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$20,382
Cosley Foundation Fund Raising	\$25,321
Employment	\$765,539
TOTAL Value Arrowhead Gives Back	\$951,451

Banquets and Events

Office Personnel

- ◇ Each member of the staff watched and signed off on two customer service videos, "Sexual Harassment" and "Diversity in the Workplace", and attended CPR Certification class offered through the park district.
- ◇ In addition, full time staff participated in PDRMA training on slip, trips, and falls, back injury prevention, and fire extinguisher/hazardous material.
- ◇ Staff participates in weekly meetings to go over procedures and policies of the department and sales initiatives. The sales managers attended the Biz Bash event industry trade show and at the convention they participated in design seminars, tradeshow projects, and attended sessions on event trends and state of the market addresses.
- ◇ Staff participated in online web seminars hosted by Wedding Wire's Marketing Director, Sonny Ganguly, including "What's Next in Tech".

Service, Bartender & Housemen Staff

- ◇ Weekly staff meetings continued to discuss each and every upcoming event. Logistics are reviewed and final plan clarified. In addition, 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 would always include reminders of service regulations, and the re-examination of events passed and what can be done to improve on them.
- ◇ The staff is consistently trained to remind them of the importance of safety/sanitation procedures which are to be followed on a daily basis.
- ◇ The entire banquet service staff attended a half day food safety seminar hosted by the DuPage County Health Department which took place at Arrowhead Golf Club.
- ◇ Captains and year round service staff attended CPR training, sexual harassment training, diversity in the workplace, regulatory health department seminars (i.e. hand washing, proper service standards, and food safety and handling), and VALUES training and all staff meetings with the Wheaton Park District. In addition, service staff (Captains, servers, and bartenders) are required to keep up to date on their Basset Training/Certification.
- ◇ Staff attended informational meetings and signed off on new updated job descriptions, the new employee manual and policies.

Restaurant Kitchen

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.
- ◇ Two mandatory in-service training sessions were held with DuPage County Health Department. The February session covered basic sanitation in both front and back of the house.
- ◇ Hand washing and the H1N1 virus and prevention are covered.

Training

Restaurant Front House

- ◇ The entire training system was overhauled. Training manuals were written for each front house department detailing parameters of their job 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. All staff were retrained and certified with the new materials.
- ◇ Training outlines were created to detail the objectives of each stage of training by shift. Daily quizzes were created as well as a comprehensive final exam.
- ◇ 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.
- ◇ Staff participates in weekly meetings to go over procedures and policies of the department and sales initiatives.

Golf

In-service training has always been an important part of what we do at Arrowhead. In 2010 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

2013 Year-to-Year Comparison

	2013	2012	2011	2010	Average
Administration					
Revenue	13,108	14,203	12,166	6,655	11,008
Expense	-788,721	-799,209	-847,424	-1,047,725	-898,119
Net	-775,613	-785,006	-835,257	-1,041,070	-887,111
Parks Maintenance					
Expense	-26,606	-21,595	-16,250	-9,863	-15,903
Net	-26,606	-21,595	-16,250	-9,863	-18,579
Pro Shop & Golf Fees					
Revenue	2,260,199	2,293,302	2,035,583	2,181,893	2,170,259
Expense	-674,204	-677,194	-656,610	-556,023	-629,942
Net	1,585,995	1,616,108	1,378,973	1,625,870	1,540,317
Golf Maintenance					
Expense	-1,007,881	-942,903	-918,889	-937,469	-951,786
Net	-1,007,881	-942,903	-918,889	-937,469	-951,786
Food & Beverage					
Revenue	5,059,880	4,866,847	4,866,354	4,502,960	4,745,387
Expense	-3,874,662	-3,711,711	-3,653,018	-3,211,625	-3,612,754
Net	1,185,218	1,155,136	1,213,336	1,281,334	1,216,602
Cross Country Ski					
Revenue	3,873	5,041	15,231	24,361	14,878
Expense	-6,336	-5,456	-1,770	-3,699	-3,642
Net	-2,463	-415	13,461	20,662	11,236
ALL					
Revenues	7,337,060	7,179,393	6,929,341	6,714,194	6,940,976
Expenses	-6,378,410	-6,158,068	-6,078,664	-5,758,502	-6,093,411
Net	958,650	1,021,325	850,677	955,692	946,586

Figures for 2012, 2011, 2010 include Period 13 entries but do not include capital expenditures, all depreciation, taxes and principal and interest in the administrative department.

Figures for 2013 will not be final until the Final Audit. These figures include Period 13 entries but do not include capital expenditures, all depreciation, taxes and interest in the Administrative Department.

Financial Report Arrowhead Golf Club

Monthly Revenue/Expense 2013

2013	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
Administration													
Revenue	538	397	508	458	704	885	934	1,034	1,019	3,655	870	2,106	13,108
Expenses	-50,414	-58,296	-69,530	-44,526	-64,148	-81,974	-84,177	-59,072	-88,590	-54,217	-55,899	-77,878	-788,721
Net	-49,876	-57,899	-69,021	-44,068	-63,444	-81,089	-83,243	-58,038	-87,571	-50,562	-55,029	-75,772	-775,613
Parks Maintenance													
Expenses	-1,235	-1,014	-2,536	-1,032	-1,548	-6,114	-1,032	-1,032	-5,947	-1,032	-1,548	-2,536	-26,606
Net	-1,235	-1,014	-2,536	-1,032	-1,548	-6,114	-1,032	-1,032	-5,947	-1,032	-1,548	-2,536	-26,606
Golf Maintenance													
Expenses	-29,611	-32,572	-63,690	-39,136	-124,427	-162,214	-156,072	-85,339	-65,781	-80,291	-97,489	-71,259	-1,007,881
Net	-29,611	-32,572	-63,690	-39,136	-124,427	-162,214	-156,072	-85,339	-65,781	-80,291	-97,489	-71,259	-1,007,881
Pro Shop & Golf Fees													
Revenue	803	11,738	56,725	316,325	277,516	344,380	350,712	393,268	286,176	180,426	32,736	9,394	2,260,199
Expenses	-21,014	-24,940	-45,303	-36,784	-56,116	-96,032	-94,860	-71,973	-69,417	-61,072	-51,325	-45,368	-674,204
Net	-20,211	-13,202	11,422	279,541	221,400	248,348	255,852	321,295	216,759	119,354	-18,589	-35,974	1,585,995
Food & Beverage													
Revenue	200,937	224,246	292,247	296,342	544,151	606,366	573,550	631,561	508,739	474,612	326,131	380,998	5,059,880
Expenses	-142,454	-223,949	-226,157	-290,439	-279,703	-514,677	-253,792	-482,694	-334,684	-444,806	-269,325	-411,982	-3,874,662
Net	58,483	297	66,090	5,903	264,448	91,689	319,758	148,867	174,055	29,806	56,806	-30,984	1,185,218
Cross Country Ski													
Revenue	0	310	3,428	0	0	0	0	0	0	0	0	135	3,873
Expenses	0	-20	-1,097	-9	-2	-21	-10	-11	-11	-4,944	-11	-200	-6,336
Net	0	290	2,331	-9	-2	-21	-10	-11	-11	-4,944	-11	-65	-2,463
Totals	-42,450	-104,100	-55,404	201,199	296,427	90,599	335,253	325,742	231,504	12,331	-115,860	-216,590	958,650

Figures include Period 13 entries but do not include capital expenditures, all depreciation, taxes and principal and interest in the administrative department. Figures for 2013 will not be final until the audit is completed.

