



RESTAURANT & BAR
WEDDING AND SOCIAL EVENTS

2016



Arrowhead
GOLF CLUB



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Executive Summary:

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

A keen eye is kept on expertly maintaining the facility and updating with the guest foremost in mind. A new restroom trailer was installed on the West course this spring and is easily accessible to more golfers across multiple locations on the course. Fencing at the outdoor wedding site along the parking lot was replaced with a more attractive fencing material, providing better privacy to outdoor wedding parties. Guests can find 60 additional parking spaces as the parking lot has been expanded. A new sign was added at the entrance to the property along Butterfield Road and that entire area has become a multi-level planting of perennials and shrubs.

The kitchen and bar continue to provide good reason for guests to visit often. Seasonal menu entrée choices and updated options for new craft beer and wine from near and far ensure our guests will enjoy returning time and time again. From monthly live music nights to Kids Eat Free nights to Mardi Gras and Oktoberfest and weekly menu specials, staff is eager to welcome regular guests and new visitors as well.

From birthdays, wedding and baby showers to business meetings, Arrowhead's Event staff continues to bring innovative options to food and tableware presentation. Arrowhead's annual wedding showcase is a showstopper of endless opportunities for a magical day.

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





Bridge on 15, Circa 1940



Clubhouse, Circa 1940

History, A Tradition Rebuilt

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

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

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

Design and development for the new clubhouse began in 2003 after PHN was selected as the architect for the project. Groundbreaking took place in the late fall of 2004 and the 50,000 square foot clubhouse opened on May 25, 2006. The clubhouse now houses the Arrowhead Restaurant and Bar, event and meeting space capable of accommodating up to 275 guests, a golf shop, locker rooms, an indoor teaching facility and storage for up to 40 golf carts.

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



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

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

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

An expanded parking lot to accommodate more guests and a restroom trailer on the West golf course were completed in 2016.

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

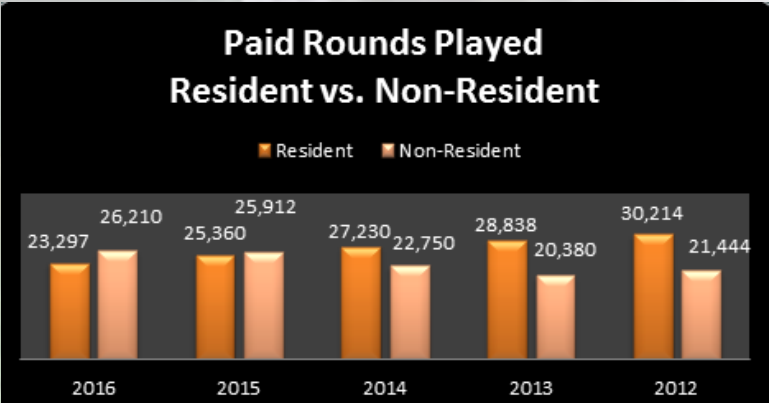
The rebuilt Arrowhead clubhouse celebrated its 10th anniversary in May 2016.



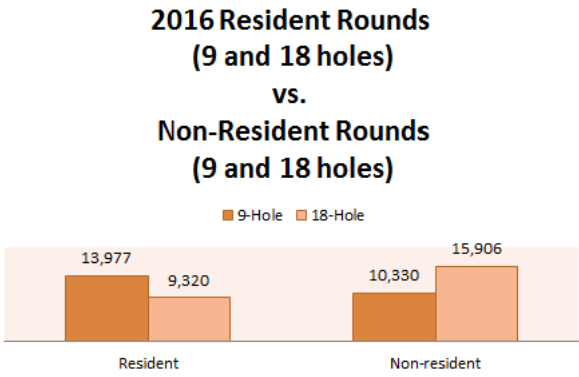
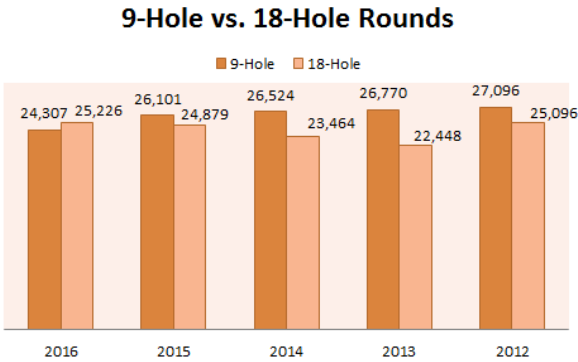
ANNUAL PAID GOLF ROUNDS

- ✓ A large majority (almost 80%) of permanent tee time and league rounds are played by residents.
- ✓ The majority of open tee times are played by non-residents.
- ✓ The percentage of rounds played by residents dropped to 47.17% in 2016 from 49.7% in 2015.
- ✓ This is the second year in a row where non-resident play outpaced resident play. The change can be attributed to increased marketing as well as the continued improvement in course conditions that attracts golfers from further away.

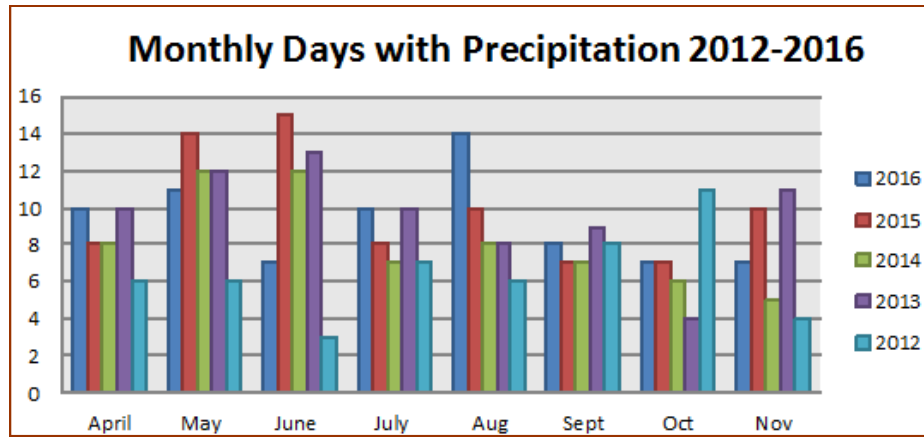
Resident 47.1%
Non-Resident 52.9%



Annual Paid Rounds	2016	2015	2014	2013	2012
Paid Rounds	49,533	50,980	49,988	49,327	52,192
Change from Previous Year	-2.8%	2%	1.3%	-5.5%	10.6%



For the first time in memory, 18-hole rounds outnumbered 9-hole rounds in 2016. While overall days of rain were down in 2016, many of the days impacted by weather were Fridays, Saturdays or Sundays. These days have a more significant impact on round totals than rainy Mondays and Tuesdays.



Arrowhead golf course averaged 69 days with meaningful precipitation over the past five seasons. Total days of precipitation in 2016 specifically was 74 (5 days above normal).

Meteorological Conditions for 2016:

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

- January:** Near normal temperatures with sporadic light precipitation.
- February:** A very strong wind storm on the 19th toppled the flagpole in front of the building and left us without power for most of the afternoon and evening.
- March:** The seventh consecutive month with above normal temperatures was also more than 30 percent wetter than average.
- April:** The cloudiest April in five years brought an end to the streak of warmer than normal months.
- May:** Near normal temperatures but a second consecutive May with well above average rain fall.
- June:** Six days with temperatures at or above 90 degrees but otherwise a pleasant month for golf.
- July:** One of the warmest Julys dating back to 1871 as well as being in the top 10 percent for precipitation.
- August:** Fourteen days with thunderstorms rank second for Augusts since 1941.
- September:** Above normal precipitation and the 12th warmest September since 1872.
- October:** Generally very pleasant. One of the warmest 20% of Octobers in the last 146 years with only a few days of rain.
- November:** Dry conditions and warm weather dominated the first half of the month.
- December:** Almost 18 inches of snowfall was nearly double the long term average.

Meteorological winter (December-February) saw the period become one of the warmest and driest on record with temperatures averaging 5 degrees above normal with less than half of the normal snowfall.

Meteorological summer (June-August) saw rainfall totals at 29% above normal while days with thunderstorms were 63% above normal.

Meteorological autumn (September-November) was the warmest in 45 years and the 4th warmest in history.



GREEN TEAM

Wheaton Park District's Green Team is dedicated to preserving the environment and educating staff on minimizing our impact on the environment.

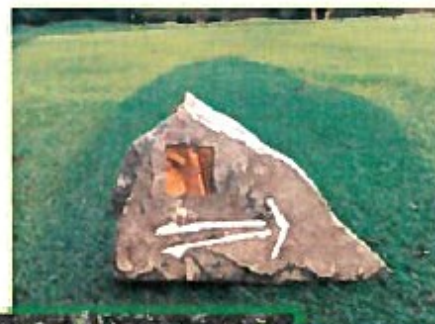
Their work in 2016 was rewarded with the honor of the EARTH FLAG. The Earth Flag recognizes the district's ongoing efforts to improve and implement green practices, including recycling, eco-friendly cleaning supplies, energy conservation, storm water management and composting. Striving for the award helped identify green initiatives to explore or expand.

Arrowhead was one of nine district facilities evaluated for recycling, eco-friendly cleaning supplies, energy conservation, storm water management and composting. The all volunteer Green Team acknowledged several programs already in place at Arrowhead Golf Club. Arrowhead uses approximately 65,560 drink cups alone during the year. Staff researched effective hot/cold cups and to-go containers made from recyclable materials. In switching to recyclable food containers, Arrowhead has eliminated thousands of Styrofoam materials from potentially entering our environment.

Justin Kirtland, charter member and Superintendent of Golf at Arrowhead, has led efforts at Arrowhead using 20 percent bio-diesel in landscape maintenance equipment, installing LED lighting, properly disposing of used batteries as well as initiating the use of organic fertilizers to the golf grounds. This organic fertilizer and bio-stimulant is derived from earthworm castings and results thus far have been favorable. Justin and his team look forward to brining this fertilizer to the golf greens, tees and annuals.

Arrowhead has been using natural materials in signage (golf course tee markers) and has placed recycling containers on the course and throughout the building.

Arrowhead recycles on the course



Arrowhead uses natural material signs

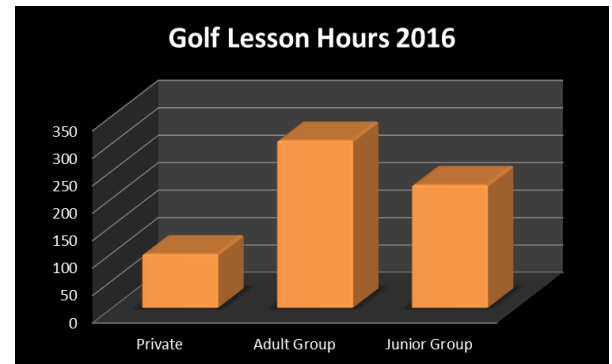


Kay McKeen (far right)—founder of [SCARCE](#) (School and Community Assistance for Recycling and Composting Education)—presented an Earth Flag to the Wheaton Park District Greening Your Park District charter and Green Team on **November 16**.

GOLF LESSONS

The Adult Group lesson program was modified for the 2016 season to offer time to play on the course at the end of each session. The change allowed the professional staff to better integrate these beginning golfers into the golf game and led to a better experience for students.

627 golf lesson hours were taught in 2016.



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



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

Arrowhead's PGA Junior Golf League nearly tripled in size from 2014 and we expect to expand even more in 2017. The league includes clinics, team practices, individual lessons, and mock matches on top of the regular season matches. Each team has a PGA Instructor to teach and mentor the juniors throughout the season.

At the end of each season, Arrowhead will create an **All-Star team** to compete in the playoffs. Teams have the opportunity to advance to the National Championship hosted at Disney's Palm Course, located within Walt Disney World Resort in Lake Buena Vista, Florida.

MERCHANDISE SALES

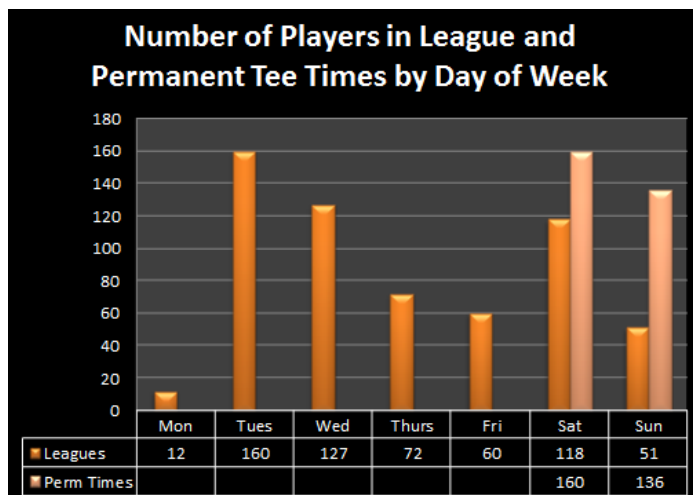


	2016 Gross Sales	2016 Profit Margin	2016 Profit Dollars
Hard Goods	\$12,603	33%	\$4,107
Golf Balls	\$52,190	25%	\$12,862
Soft Goods	\$82,072	42%	\$34,390
Total Sales	\$146,865	36%	\$51,359*

√ **Soft goods** consist of wearables while **hard goods** are equipment and other non-wearable items.

*Not included above is an additional \$19,529 received as part of the lease agreement with Pelican Golf (see page 19)

WEEKLY GROUPS

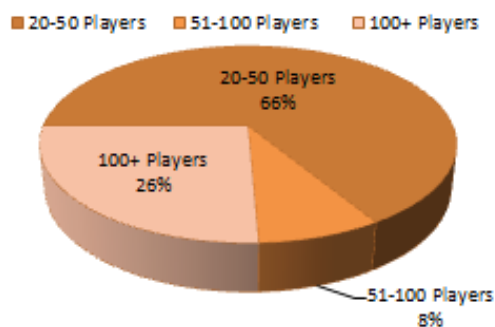


- ✓ There are 9 leagues that play weekday mornings.
- ✓ There are 8 leagues that play weekday afternoons.
- ✓ Our couples league plays Saturday afternoons and continues to be very popular with a total of 59 couples participating. Wheaton residents represented 67% of participants.
- ✓ PGA Junior League had 51 participants in 2016.

Permanent tee times start at 5:30 a.m. weekend mornings.

GOLF OUTINGS

Number of Golf Outings 2016



- ✓ Outings are considered to be an organized event of 20 or more players utilizing one of our food packages or arranging plans through the restaurant for pre/post golf meals.
- ✓ We hosted **74 golf outings in 2016** versus 69 in 2015. Forty nine of these had less than 50 players with many of these being less formal events in the restaurant. Six were mid-sized groups (51-100) and 19 were large groups of more than 100 players. All of the mid and large-sized groups had food and beverage packages booked through the event department.
- ✓ Of the 19 large groups, 12 were fundraisers and 7 were corporate or association events. Two of these groups were new to Arrowhead in 2016.



SPECIAL EVENTS AND TOURNAMENTS



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

“Leap into Golf” - Held February 29th, more than 50 women attended this event intended to bring women to the course for an evening of wine and golf talk with the professional staff, introduce them to the game or answer questions about lessons.

PGA Junior Golf League - This is a 6 week summer program designed to allow children ages 9 to 13 to enjoy the positives of participation in a team activity. While playing the game of golf is normally viewed as an individual sport, this league plays golf as a team. It is competitive but low pressure and has become increasingly popular since its inception a couple of years ago. Fifty one juniors took part in our third year of involvement with the program in 2016.

Couples League - This is an in-house summer long competitive league where couples play a scramble each week against another couple. Points are accumulated throughout the summer and a champion is crowned at an end-of-the year social event. There were 118 participants in 2016. Wheaton residents represented 67% 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 36 participants in 2016.

CanHead Cup - This Ryder Cup style event consists of a team from Arrowhead competing against a team from Canigny. 18-holes were played at each facility. The team from

Arrowhead was victorious this year after a tie in 2015. The cup will once again reside at Arrowhead until the matches are played again in fall of 2017.

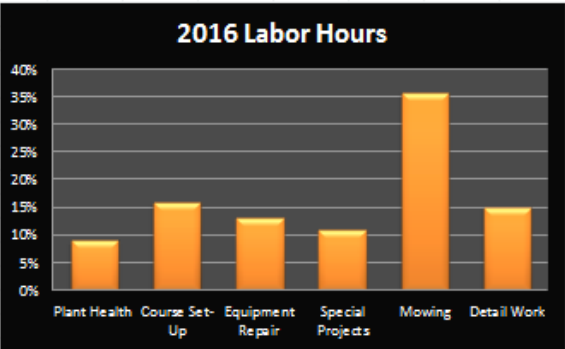
Three Person Scramble – This was the seventh year for this event with three person teams competing in a scramble format for pro shop merchandise credit. There were 48 participants in 2016.

Brutal Cup - This is a 27-hole Ryder Cup style event played between two randomly drawn teams. The event is played in November when the weather has the potential to be “brutal.” Thirty two players took part in this year’s event on an early November day that was anything but brutal.

Weekly Events - These weekly closest-to-the-pin and longest putt contests are run for our permanent tee time holders and couples league participants. 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.



GOLF COURSE MAINTENANCE



	Golf Maintenance Overtime
2016	\$7,298
2015	\$5,304
2014	\$5,728
2013	\$5,913
2012	\$10,385

	Chemicals and Fertilizers
2016	\$151,269
2015	\$143,204
2014	\$147,203
2013	\$140,460
2012	\$162,453

- ✓ Greens are mowed daily, tees, fairways, approaches and collars are mowed three days per week, rough is a daily task, banks are mowed twice per week and the range, entrance and the Off the Street Club are mowed weekly.
- ✓ Course set-up tasks are generally done daily and include changing cups, moving tee markers, collecting trash, raking bunkers and dragging fairways to remove dew.
- ✓ Detail work includes filling divots on tees and in fairways, trimming around sprinkler heads, yardage markers, trimming around trees and walls, edging bunkers, bunker repair, leaf and debris removal, spreading clippings, maintenance of clubhouse landscape, blowing cart paths and parking lot.
- ✓ Plant health involves the application of chemicals and fertilizer as well as hand watering. Staff continues to use generic chemicals in an attempt to conserve resources whenever possible without jeopardizing plant health.
- ✓ Equipment maintenance is the backbone of any operation. Equipment is of no use to the staff when it is not in top working condition. Blade sharpening, engine maintenance and all repairs are done in house. We employ a full-time mechanic who is responsible for maintaining all equipment and golf carts.
- ✓ Special projects are those tasks that are not part of the weekly routine. Some of these items are one-time fixes while others occur occasionally throughout the year. These tasks include: irrigation repairs, tree trimming, drainage work, tee construction, bunker face repair, stone work, sod replacement, sanding and painting.
- ✓ Staff continues to work toward limiting overtime whenever possible. There are times when weather conditions and the push to complete projects make it almost impossible to avoid, but minimizing the impact on the bottom line is always a priority. Use of overtime increased in 2016 with special projects implemented by staff: front entrance irrigation and planting, correcting course drainage and additional course restroom.

PROJECTS

Staff worked with the Chicago District Golf Association to create a second set of “*combo*” *tees* to give golfers another option. These tees combine the forward and middle tees to create our fifth set of official yardages and help to accommodate our aging population. Part of this project included the creation of new tee markers to designate the three traditional sets of tees as well as the two recently added combinations. The markers were designed and created with the assistance of the Parks Department.



A second *restroom trailer* was installed on the West Course. It replicates the one purchased in 2015 and was opened during the middle of July. Contractors were hired to do directional boring to run power under a pond and to pour the concrete pad. All other work was done in-house. For the first time, players on all three courses now have access to flushable toilets during their round of golf.

The *north side of the clubhouse*, including the area under the covered entrance, was painted after the south side was painted a couple of years ago. Lack of direct sunlight helps the north elevation to weather better therefore requiring less frequent maintenance.

Cart path repairs are part of the annual budget as we continue the systematic repair of areas that have become worn over time. No work had been done for a number of years until this ongoing project was started in 2014. Many of the worst areas have now been addressed, but work will continue in 2017 and beyond.

The busiest days of the year have presented us with parking problems since the new clubhouse opened in 2006. Cars could originally be parked in a grassy area along Butterfield Road but the road expansion took that overflow option away and a lack of space was a concern for customers and employees alike on many days throughout the summer. To solve the problem, the **parking lot was expanded** by almost 60 spaces in the fall and should now accommodate everyone on even the busiest days.

The **fence between the outdoor wedding site** and parking lot was replaced during the fall. The new fence is made of white PVC and is eight feet tall. It replaces a six foot cedar fence that had fallen into disrepair over the past few years.

The beautification of the **front entrance** on Butterfield Road was undertaken during late summer. Irrigation was added to the area last year in anticipation of this renovation which included moving and adding electricity, stone work, plantings and a new sign.

The final piece of the driving range renovation was completed with the purchase and installation of a new **golf ball dispenser** in the spring. The new unit increased capacity and gives us more flexibility with ball counts. It also accepts credit cards which helped to increase sales by almost 10% this year.

The replacement and addition of new equipment is essential to our ability to maintain the property and provide our customers with the best possible playing experience. 2016 saw the replacement of a **rough mower and sprayer**. Both replaced units which had reached the end of their useful lives.

There are a number of areas on the golf course where **water drainage** can be improved. These have been identified and are being replaced as time and budgets allow. Two such areas were addressed this year with an area near the green on number 6 West and 8 West fixed in the fall.

Arrowhead Restaurant's **entire bar top** was replaced late in the year. The new bar top was designed, built, stained and installed in a collaborative effort between the Parks Department and Arrowhead staff. The project was substantially completed on Christmas Eve with final completion of all detail work to be completed early in 2017.

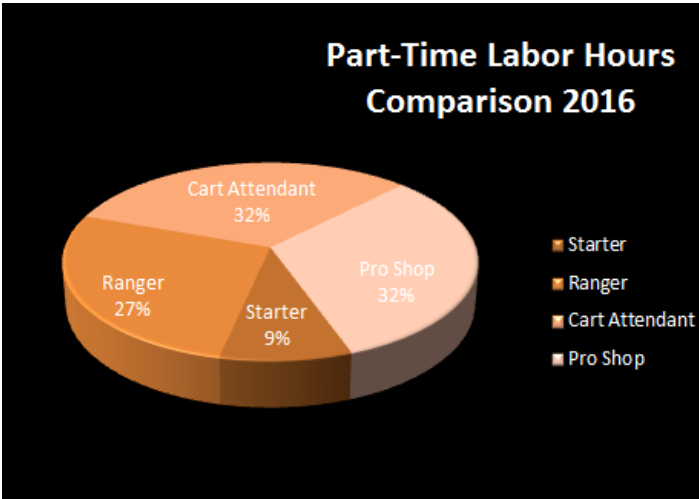
The walk-in freezer in the kitchen was taken out of commission this summer for the first time in 10 years. The main purpose of the shutdown was the installation of a **new diamond plate floor** to address a tripping hazard. Two condenser motors, a compressor, door cams and a door closer were replaced at the same time. All work was done in-house.

Many **railings and handrails** around the exterior of the building were powder coated in an attempt to address rusting issues. The large staircase leading to the restaurant was repaired and coated with an epoxy to address the same issue.



Golf Course Renovations	2016	2015	2014	2013	2012	TOTAL
Renovation Expenses	\$109,315	\$128,504	\$156,562	\$31,251	\$380,675	\$761,307
Capital Equipment Purchase	\$120,967	\$103,402	\$213,326	\$45,685	\$19,550	\$502,925

GOLF LABOR COMPARISON



Pro Shop Wage Comparison		
	PT Wages	FT Wages
2016	\$159,566	\$147,602
2015	\$165,466	\$138,167
2014	\$186,865	\$126,400
2013	\$176,797	\$122,321
2012	\$184,591	\$119,922

Pro shop staff is responsible for taking tee times, checking in guests, assisting with merchandise sales and display 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.

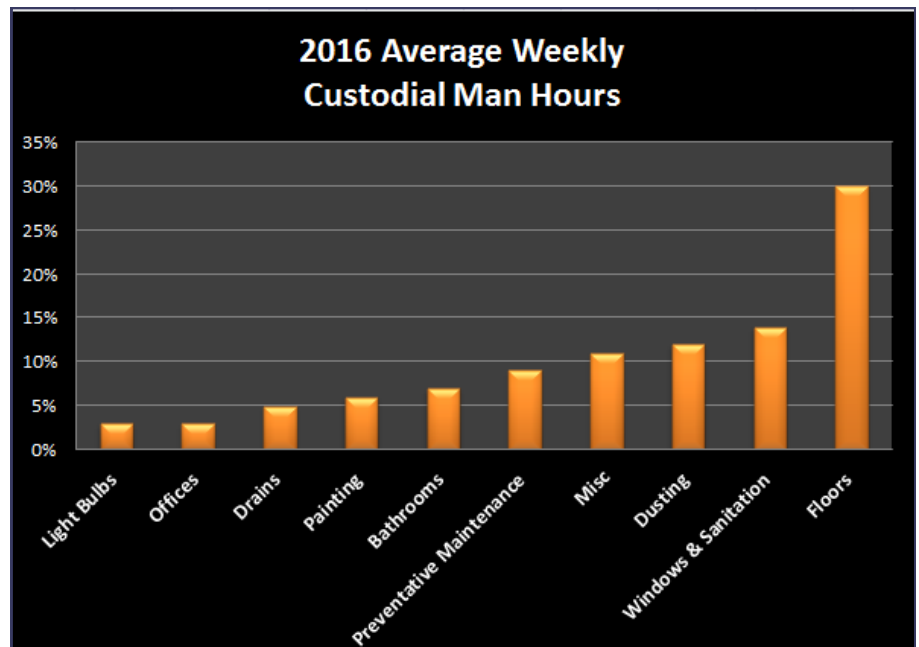
Cart attendants are responsible for keeping a clean supply of carts available for our guests at all times. They pick the driving range, clean range balls and maintain the tee line.

Golf Wage Comparison:

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



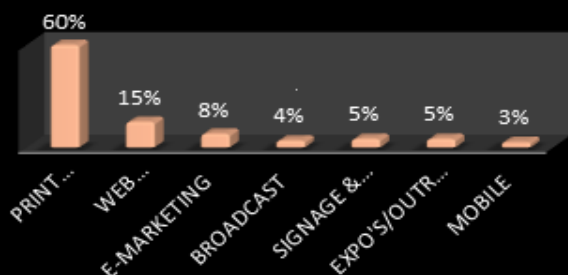
BUILDING MAINTENANCE AND CUSTODIAL SERVICES



- ✓ Floors include sweeping, mopping, vacuuming and polishing of all stairs and floors throughout the building.
- ✓ Bathrooms include cleaning and restocking supplies of the nine bathrooms in the clubhouse. These are checked regularly throughout the day by custodial staff and in the evenings by housemen and restaurant staff.
- ✓ Windows are cleaned on a regular basis. Windows on public access doors are cleaned every day and other windows are cleaned on a rotating schedule based on location. Door knobs throughout the building are also sanitized as part of this task.
- ✓ Dusting is done every day as part of routine cleaning. Picture frames, furniture, display cases and light fixtures are part of the rotation.
- ✓ Painting is done on a regular basis to touch-up damage done during the normal course of business. Minor drywall repair is included.
- ✓ Light bulbs are checked daily and replaced as needed.
- ✓ Drains are sanitized and flushed on a regular basis to maintain freshness and to ensure that they stay open.
- ✓ Offices are checked regularly for trash and other minor cleaning and repairs.
- ✓ 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.
- ✓ A water softener was added under the bar to address the problem of spotted glasses caused by hard water.
- ✓ New and replacement kitchen equipment is researched and often purchased slightly used or as an overstock item at substantial savings. This year items included a stick blender, food processor, cook and hold oven, oven, salamander and ice machine.
- ✓ Areas of crumbling concrete were patched and repaired after extensive research and observation of a contractor here to do other work.
- ✓ The entire bar top was rebuilt in 2016. The new top was designed, built, stained and installed in a collaborative effort between Parks Department and Arrowhead staff.
- ✓ The floor in the kitchen walk-in freezer was upgraded to a new diamond plate floor to address any possible tripping hazards.

GOLF MARKETING

Golf Marketing Expenditures 2016



2016 proved to be another successful golf year with Arrowhead's amazing golf course conditions, quality service and league and lesson offerings.

Staff strives for a well-rounded marketing mix to include print advertising, website advertising, e-mail marketing, social media, broadcast media and direct mail. Changes in 2016 brought Eventbrite.com to golf lesson registration and allowed our guests a quick and easy way to enroll online for spring/summer golf lessons versus phoning the pro shop. This method allowed staff to capture email addresses to our database.

Print Advertisements are included in the following publications:

- Golf Chicago Magazine
- Chicago District Golf Association (CDGA)
- Golf Time Magazine
- Naperville Magazine
- Local Newspaper special issue golf supplements such as Daily Herald, Suburban Life, West Suburban Living.
- Park District program guide

Website advertisements and listings are included on the following websites:

- Chicagolandgolftimemagazine.com
- CDGA.org
- Golftimemagazine.com
- Golftime.com
- Golftrips.com
- Golfcourseonline.com
- Golfnow.com
- Discoverdupage.com

Arrowhead has seen an increase in profile views specifically through golftrips.com: from 2,600 in 2015 to 3,900 in 2016. For web ad views, this increased from 6,200 views to 11,800. On CDGA.org, Arrowhead has received over 233,000 impressions on its profile page.

E-mail marketing is distributed monthly to our subscriber base with golf specials, golf tips and incentives and also distributed during April – October through our partners, i.e.. CDGA, Golftrips.com, DCVB, etc.

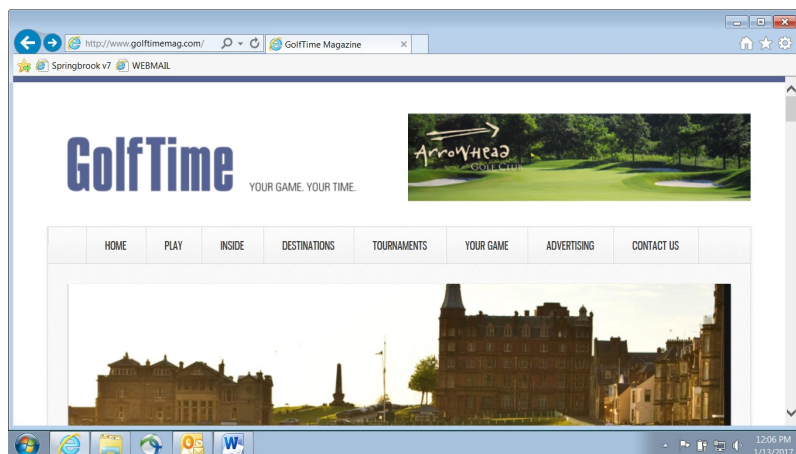
Social Media includes: Facebook and Twitter

Broadcast Media includes: Yelp.com, GolfSchene and Rory Spears radio show

Mobile Media includes: Text messaging to subscriber base of more than 700

Collateral Material/Signage includes:

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



Community Outreach includes:

- Complimentary Golf Clinics
- Taste of Wheaton Event Expo golf simulation
- Golf Outings for local organizations

Special Offers/Incentives includes:

- Early spring season \$10.00 off 18 holes with cart
- Special greens fees are offered on Sunday evenings that allow children to play golf with an adult for only \$1.
- Senior package offers golf, cart, hamburger and beverage to senior citizens on Monday and Tuesday
- Fast Track 9 Holes
- Complimentary rental clubs with paid 9 hole round through DCVB
- End of season, free riding cart with 9 or 18 hole round
- Holiday season, two rounds of golf for \$100

Arrowhead mobile website

This website is available for smart phone users and includes capability to set up tee times and link to complete website. In 2017, the Arrowhead website will be updated and will include a more robust mobile website that is more user-friendly.



Give the Gift of Golf!

Two rounds plus cart for only \$100

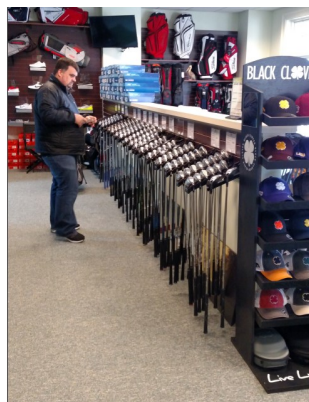
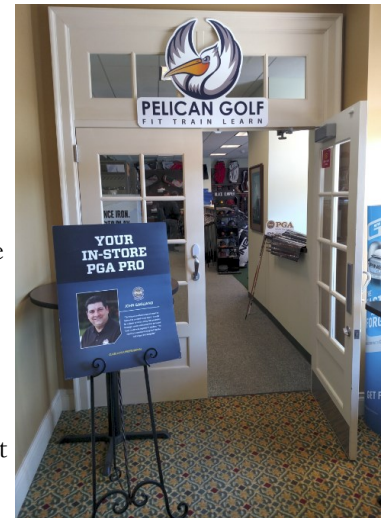


Available in the proshop!

PELICAN GOLF

The spring of 2016 saw Arrowhead entered into a new partnership with Warrenville based Golf Direct Now. This company is an online retailer and had been looking to expand into the club fitting business. Arrowhead had been considering a way to produce revenue in an underutilized room on our lower level. The connection was made and an agreement was reached for Golf Direct Now to lease the available space and open Pelican Golf. The agreement pays Arrowhead a monthly fee as well as a percentage of all sales. Total revenue came to almost \$20,000 in 2016 and is expected to rise significantly in future years.

Build-out took place in early spring and the public grand opening was held April 2016 in conjunction with a large Demo Day. The room is outfitted with the latest club fitting technology and customers have access to a majority of the most popular brands in the golf business. These brands include: Callaway, Cobra, Nike, Ping, Taylor Made, Titleist and Wilson.



The partnership allows us to offer our customers a feature found at very few other courses while helping our bottom line simultaneously. Arrowhead focuses merchandise efforts in the soft goods arena where profit margins are significantly higher, while at the same time collecting fees that were more than we have ever profited from the sale of clubs.

Staff looks forward to continuing to work with team from Pelican Golf in the years to come as we continue to make Arrowhead one of the premier public golf destinations in the Chicago area and beyond.

2016 Arrowhead Collage

Golf Marketing

Print & Web Ads



Golf course and range now open for the season!
New spring menu available for lunch and dinner:
• Not Your Nana's Chicken
• Chicken and Waffle Royale
• Summer Salmon
• Barrel Cut Ribeye

26W151 Butterfield Rd. | Wheaton



Golf course and range now open for the season!
New spring menu available for lunch and dinner:
• Not Your Nana's Chicken | Chicken and Waffle Royale



Golf course and range now open for the season!
New spring menu available for lunch and dinner:
• Not Your Nana's Chicken | Chicken and Waffle Royale | Summer Salmon | Barrel Cut Ribeye



27-hole golf course & driving range now open for the season!

- Surrounded by forest preserve
- Newly renovated lighted driving range, putting green and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and custom golf outings
- New professional club fitting onsite by Pelican Golf

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org



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- New professional club fitting onsite by Pelican Golf

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org



CELEBRATING 10TH ANNIVERSARY OF NEW CLUBHOUSE

27-hole golf course & driving range now open for the season!

- Newly renovated lighted driving range, putting green, and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and custom golf outings

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org

Welcome to **Arrowhead Golf Club.**
Closer than you think.

26W151 Butterfield Rd. | Wheaton | 630.653.5800




Welcome to Arrowhead Golf Club.
Just ten minutes away.



Clubhouse
Play our beautiful 27-hole championship in a 27th-century golf club, then enjoy a relaxing meal in the clubhouse, and enjoy one of the best views of the city in the world.

Bring this to the table in your next golf trip!
Bring this to the table in your next golf trip!
Bring this to the table in your next golf trip!

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org



27-Hole Course | Restaurant & Bar | Events & Weddings

- Renovated Driving Range
- New State of the Art Club Fitting and Teaching Facility by PELICAN GOLF

26W151 Butterfield Rd. | Wheaton



27-Hole Golf Course, Driving Range, & New Performance Center

- Surrounded by forest preserve
- Newly renovated lighted driving range, putting green, and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and custom golf outings
- New Pelican Golf Performance Center includes indoor hitting stations and club repair

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org



Surrounded by Forest Preserve


- 27 Holes of Championship Golf
- Driving Range & Pro Shop
- NEW Pelican Golf Performance Center
- Restaurant and Bar Open for Lunch & Dinner
- Event and Meeting Space

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org



FATHER'S DAY + GOLF =

Butterfield Rd. | Wheaton



27-hole golf course

- Newly renovated lighted driving range, putting and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, rehearsals, and showers
- Social, corporate, and golf outings

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800
arrowheadgolfclub.org

2016 Arrowhead Collage

Golf Marketing

Signage



Arrowhead
GOLF CLUB
golf.
restaurant & bar.
events.

- 27 Hole Golf Course
- Open for Lunch & Dinner
- Seven Private Banquet Spaces
- Weddings, Rehearsals, & Showers
- Wednesdays: Kids Eat Free® (10 & Under)

ARROWHEADGOLFCLUB.ORG



CLUB FITTING & DEMO DAY BY

Saturday, April 16 | 8A-4P

arrowheadgolfclub.org



**Celebrate the Clubhouse's
10th Anniversary!**

May 25 - June 1

Specials All Week



**Golf Course &
Driving Range Open!**



BRUTAL CUP
Saturday, November 5 | 8A

A 27-hole Ryder Cup event played in three separate 9-hole formats. Two teams are drawn randomly from all entrants and play for merchandise gift cards to the Arrowhead Pro Shop: \$150 to the winners and \$50 to the losers.

Remember, we are looking for players who will bundle up their body, monster up their courage, and refuse to be frightened by a little rain, sleet, or snow. **If you are a fair weather golfer, this event may not be for you.**

Register in the Pro Shop



CLUB CHAMPIONSHIP
Saturday, September 10 & Sunday, September 11
Tee times starting at 6:30A

This is a 36-hole stroke play event. Players must have a handicap registered through Arrowhead, play in a league, or play in a permanent Arrowhead tee time to be eligible. Participants and a guest are invited to the awards dinner to be held on the evening of September 11.

Regular and senior champions will be crowned in both grass and net divisions. Winners of the grass divisions will have their names immortalized on brass arrowheads hung in the Champions Room.

Register in the Pro Shop



PELICAN GOLF
FIT TRAIN LEARN

**Custom Club Fitting
Club Repair**

Located on the Lower Level



Give the Gift of Golf!
Two rounds plus cart for only \$100

Available in the proshop!

Welcome to Arrowhead

For everyone's enjoyment, please remember the following:

- Keep pace with the group in front of you
- Fix ball marks, replace divots and rake bunkers
- Keep golf cart on paths around tees and greens
- All yardages on the course and GPS units are measured to the center of the green

Thank you for playing!

2016 Arrowhead Collage

Golf Marketing

Coupons/Incentives/Promos






PELICAN GOLF
PERFORMANCE CENTER

Pelican Golf Performance Center at Arrowhead is a State-of-the-Art Golf Performance Center

- Finest in Golf Club Fitting
- Instruction, Coaching, Clinics
- Competitive Pricing
- Golf Club Repair
- Two Instructional/Fitting Bays
- Trackman Data Capture
- BodyTrak/V1
- Science & Motion Putting Lab
- Foresight Golf Simulator

For a limited time, Schedule a Free Consultation
630.517.8480



PLAY GOLF




FALL at Arrowhead Golf Club
Fall Special: Play 9 holes with cart for only \$99* per foursome. Bring this postcard in or mention "fall special" when booking your tee time.
*Valid for four people playing together. Not valid with any other promotion.

630.653.5800

WINTER with Pelican Golf
Located on the lower level of Arrowhead Golf Club – Golf Simulators Now Open
– Winter Leagues are Forming
Contact PGA Instructor Mike Mandalas to reserve your spot.


630.517.8480

arrowheadgolfclub.org

 26W151 Butterfield Road
Wheaton, IL 60189

Golf | Restaurant | Weddings & Events
arrowheadgolfclub.org

\$49 Senior Special (Monday & Tuesday, 6A-3P)
Newly Renovated Lighted Driving Range
Weekly Specials in the Restaurant & Bar
Extensive Craft Beer and Wine Menu



Arrowhead Golf Club
26W151 Butterfield Road
Wheaton, IL 60187
FALL & WINTER GOLF

PRINT STD
ECPWSS
U.S. POSTAGE
PAID
EEDM RETAIL

Local Postal Customer



Arrowhead Golf Range

630.653.5800

Buy 9 Large Buckets, Get One Free!
Lighted Range/Pitching Green

Large Bucket	Large Bucket	Large Bucket	Large Bucket	Large Bucket
Large Bucket	Large Bucket	Large Bucket	Large Bucket	FREE BUCKET



Golf | Restaurant & Bar | Events

Custom Bottle Opener




WEDDINGS | REHEARSALS
SHOWERS

Custom Nail File

Golf Marketing

Eblasts

Arrowhead Golf Club | February 2016



FOR BOYS AND GIRLS AGES 9-13!

PGA Junior League Golf (PGA JLG) is designed to be a fun way for kids to get involved in the game of golf and be part of a team competition at the same time. It features a team vs. team competition in structured leagues that play the popular scramble format.

The season will start in late spring with two clinics and a practice match and will end by the middle of July. In general, there will be one 9-hole competition per week. These will usually fall on a weekday or weekend evening and may or may not be held at Arrowhead.

Instructed by Arrowhead Golf Professional Andrew Ogata and Matt Nations

Each Golf League Players receive:

- Team Jersey
- Golf Balls
- PGA JLG Bag Tags
- Five or six (5-6) regular season competitions
- Four to five (4-5) team practices for season
- One (1) scrimmage prior to season
- One (1) private lesson with PGA Professional
- Free practice range balls for themselves when wearing their team jersey during PGA season


[View the complete brochure online >](#) [Register Now >](#)

Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#)

Wheaton Park District
Athletics
Cassidy Zoo
DuPage County Historical Museum
Lincoln Marsh Natural Area
Perry Park Fitness Center
Play for All, Sensory Playground

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | Let Us Take Your Arrowheads Custom Golf Outings



Custom Golf Outings

At Arrowhead Golf Club, we know golf is a game of constant practice. But isn't it a lot more fun to practice with others?



Your custom golf outing could look like this.

- How to take the stress out of planning your Arrowhead outing.
- Arrive at Arrowhead.
- Warm up at the driving range.
- Tune up with a PGA professional.
- Get up your GPS equipped golf cart.
- Play eighteen.
- Finish at a 9-hole dinner with food of choice and Champagne.
- Or, have a 9-hole dinner with a 9-hole Lunch or Box Lunch.
- Win an awesome Arrowhead gift package!
- Go home.
- Mark your calendar for your next Arrowhead outing!



Get the links with a custom golf outing from Arrowhead Golf Club! When you're golfing, you're also networking, team-building, and more fun-building.

Get out of the office and onto the course! Get to know the people you work for and who work for you.

This is your golf outing. This is Arrowhead.

[Submit an Inquiry](#) [Get the possibilities](#) [Let's be brave](#)

Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#)

Wheaton Park District
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630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | March 2016



Golf Course & Driving Range to Open

**Golf Course & Driving Range opening
Friday, March 11 at 8A**

The weather is on our side. The patio is open and 18 holes will be open for play on Friday, March 11.

\$15.00 Off of 18-Holes with a Cart
Most Present Coupons. Can not be combined with other offers. Expires April 14, 2016

Arrowhead Golf Club voted as one of the Best Driving Ranges in Chicago by Chicago Golf Report.

Arrowhead is now hiring all part-time positions.


Apply at wheatonparkdistrict.com.

Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#)

Wheaton Park District
Athletics
Cassidy Zoo
DuPage County Historical Museum
Lincoln Marsh Natural Area
Perry Park Fitness Center
Play for All, Sensory Playground

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | April 2016



FOR BOYS AND GIRLS AGES 9-13!

PGA Junior League Golf (PGA JLG) is designed to be a fun way for kids to get involved in the game of golf and be part of a team competition at the same time. It features a team vs. team competition in structured leagues that play the popular scramble format.

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Instructed by Arrowhead Golf Professional Andrew Ogata and Matt Nations

Each Golf League Players receive:

- Team Jersey
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- Five or six (5-6) regular season competitions
- Four to five (4-5) team practices for season
- One (1) scrimmage prior to season
- One (1) private lesson with PGA Professional
- Free practice range balls for themselves when wearing their team jersey during PGA season


[View the complete brochure online >](#) [Register Now >](#)

Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#)

Wheaton Park District
Athletics
Cassidy Zoo
DuPage County Historical Museum
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Play for All, Sensory Playground

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
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arrowheadgolfclub.org

Arrowhead Golf Club | Pelican Golf Demo Day



PELICAN GOLF Demo Day Arrowhead Golf Club Saturday April 16th - 8am to 4pm



Helpful Links [Post it >](#) [Tweet it >](#) [Forward >](#)

Wheaton Park District
Athletics
Cassidy Zoo
DuPage County Historical Museum
Lincoln Marsh Natural Area
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Play for All, Sensory Playground

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org



PELICAN GOLF FIT TRAIN LEARN

YOU'RE INVITED

Thursday, April 14

MEDIA DAY VIP GRAND OPENING
Pelican Golf Performance Center
Phone: 630.517.8480

AGENDA

10:30A - Media/VIP Check-in
11A - Ribbon Cutting Ceremony
11:15A - Tour of Pelican Golf
11:30 - Lunch
12:30 - Golf or Free Swing Analysis

Please RSVP by 4/11/16 to Doug

WHERE

Arrowhead Golf Club
26W151 Butterfield Road | Wheaton, IL 60189

Join us for our first demo day
on Saturday, April 16 from 8am-4pm.

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

2016 Arrowhead Collage

Golf Marketing

Eblasts



Reserve a Tee Time Today!
Golfers are encouraged to plan their tee time well in advance of their golf day.

Specials

Mondays & Tuesdays
Senior Special (all)

18 holes with lunch, beverages, cart, and
tee time for \$19.95. (All Arrowhead discounts apply.)

Wednesdays After 4 PM
All 12 & under receive 50% off

Playing with your family or with a friend? Call 630.653.5800 to make a reservation.

View the New Spring Menu
2016-2017

Breakfast is back Saturday & Sunday mornings
2016-2017

Treat Dad to a Father's Day Buffet & Brunch
Saturday, June 18
Join the company men for the

2016

Chicago's newest, state-of-the-art Club
fitting and teaching facility just opened at
Arrowhead Golf Club.

FREE Fitting for the best technology golf fitting after
Thursday, Thursday 10:00 AM - 12:00 PM, Saturday, 10:00 AM - 12:00 PM, and Sunday, 10:00 AM - 12:00 PM.



Call 630.653.5800
for more information.

18181 N. Milwaukee Ave., Suite 100
Chicago, IL 60631

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Schedule your tee time, sign
up for group lessons or register
for an upcoming golf outing!

Tee Times

Adult Lessons
Next session begins Tuesday, July 19

Register here

Mike Williams Caddy Classic Golf Outing
Monday, August 1 | Noon

Supporting Caddy Zoo

Register at www.arrowheadgolfclub.com

On Par for DePue Golf Outing
Thursday, September 28 | 11 AM

Supporting DePue County Historical Museum &
People's Resource Center

Register at www.arrowheadgolfclub.com

Mark your calendars for upcoming tournaments:
Club Championship | Saturday, September 10 | Sunday,
September 11

Three Person Scramble | Saturday, October 15

Brutal Cup | Saturday, November 5

Registration opening soon

Now serving breakfast on Saturday and
Sunday mornings

View Menu



Schedule your tee time and
join us for the Nike Performance
Event brought to you by Pelican Golf!

Tee Times

Nike Performance Fitting Experience at Arrowhead
Saturday, July 23 | Noon to 5 PM

Nike Performance Fitting is about obtaining the best possible set of
clubs to lower your scores.

INCLUDES:

• CUSTOM FITTING WITH FULL SWING OPTICS

• INDIVIDUAL CLUB FITTING TO ACCELERATE THE GOLF STROKE

• PRODUCT INNOVATION STORYTELLING AROUND WOODS AND
IRON, COMPARING ADJUSTS, WEIGHT AND LENGTH

• PUTTERS AND GOLF BALLS

• GOLF FITTING WITH NIKO RECOMMENDER

• COMPLIMENTARY ON-SITE GOLF BALL PERSONALIZATION WITH THE
PURCHASE OF
UNION BROS. GOLF BALLS

• OFFER valid on purchase made on-site only.

• PLAYERS CHOICE: WAITING AREA WITH GOLF TOWELS TO ENJOY LIVE
BREAKFAST OF YOUR
CHOICE

Call 630.653.5800 to book your one-hour fitting session.

Mike Williams Caddy Classic Golf Outing
Monday, August 1 | Noon

Supporting Caddy Zoo

Register at www.arrowheadgolfclub.com

On Par for DePue Golf Outing
Thursday, September 28 | 11 AM

Supporting DePue County Historical Museum &
People's Resource Center

Register at www.arrowheadgolfclub.com

Stop in for breakfast on Saturday and Sunday
mornings

View Menu



It's a beautiful September day
at Arrowhead!



Enjoy golfing from Assistant Golf Professional Andrew Ogata,
as featured in part on Golf360.

Book a tee time!
Call the pro shop at 630.653.5800

Tee Times

2016 Senior Men's Golf Event
18 hole - Shamble - Best Ball

Wednesday, September 21

Register in the pro shop or call 630.653.5800.

Registration accepted through September 10.

Three-Person Scramble
October 15 | 8 AM

Teams are assigned a handicap for this event based on the
cumulative handicap index of the three team members.

Lunch is provided at the end of play.

Brutal Cup
November 5 | 8 AM

A 27-hole Ryder Cup event played in three separate 9-hole formats.

Two teams are drawn randomly from all entrants, and play for
merchandise gift cards to the Arrowhead pro shop. \$150 to the
winners and \$50 to the losers.

Contact the pro shop for registration: 630.653.5800.



Special events coming to
Arrowhead this Fall!

Three-Person Scramble
Saturday, October 15

Entry fee of \$380 per team includes golf, cart, range balls, lunch,
and prizes for top finishers.

Teams are given an event handicap based on the cumulative
handicaps of the three team members. Players without an official
handicap will play at scratch.

Brutal Cup
Saturday, November 5

Entry fee of \$100 per player covers 27 holes of golf, cart, and
prizes.

Two teams are created randomly from all entrants and play a
27-hole Ryder Cup-style event in three separate 9-hole formats.

The winning team gets \$150 gift cards for merchandise in the
Arrowhead pro shop and non-winners receive \$50
gift cards.

Stop by the pro shop to pick up an entry form or call one of our
golf professionals at 630.653.5800 to learn more.

We hope to see you at one or both of these fun fall events.



As the leaves start to change and the air
turns a little brisk, the views on the course
are amazing!

Experience fall golf rates at Arrowhead. Now through the end of the season,
play 9 for as little as \$17 (resident or \$22 (non-resident).

Book a tee time today!
or call our pro shop at 630.653.5800.

View Fall Rates:



Looking to keep playing over the winter?

Pelican Golf is now forming an indoor simulator league playing weekly
starting in November. Their player teams can pick their day and time.

14-Week League | Starts Week of November 7 | Men, Women, and Juniors

Contact Pelican Golf, located on Arrowhead's lower level, at 630.653.7.8480
or www.pelican-golf.com

And because golf always makes you hungry, stop in the restaurant for lunch
or dinner and enjoy one of Chef Alan's delicious menu items.

View the Menu



2016111 Butlerfield Road | Wheaton, IL 60186 | 630.653.5800 | www.arrowheadgolfclub.org

The golf course and driving range will be closing Monday, November 21 for the winter
season. Over 36,000 rounds of golf were enjoyed this past golf season.

We wish everyone a happy holiday season and look forward to seeing all of our friends
back on the course come spring.

Remember Arrowhead's pro shop as you prepare your holiday gift list. You'll find a variety
of apparel, clubs, and gift cards. See examples below.

Also, don't forget about us for cross country skiing this winter.

Don't miss exclusive discounts and offers - Join the Arrowhead
Mobile "VIP" Club
Text: Arrow To: 49798

Join the Arrowhead Mobile "VIP" Club. Receive 10% off all Arrowhead merchandise and
services. Text: Arrow To: 49798. Offer valid on all Arrowhead merchandise and services.
The offer cannot be combined with other offers. Most prices subject to change without notice.
Expires: December 31, 2016

Pro Shop Holiday Clothing Sale!
Receive 20% off 2 clothing items, 30% off 3 items or
40% off 4 or more clothing items.

COUPON CODE: 20EVR

Excludes: Cannot be combined with other offers. Most prices subject to change without notice.
Expires: December 31, 2016

FOLLOW US:

Facebook: www.facebook.com/arrowheadgolfclub

Twitter: www.twitter.com/arrowheadgolfclub

LinkedIn: www.linkedin.com/company/arrowhead-golf-club

Google+: www.google.com/+arrowheadgolfclub

YouTube: www.youtube.com/arrowheadgolfclub

Instagram: www.instagram.com/arrowheadgolfclub

Pinterest: www.pinterest.com/arrowheadgolfclub

Nextdoor: www.nextdoor.com/arrowheadgolfclub

Angie's List: www.angieslist.com/arrowheadgolfclub

HomeAdvisor: www.homeadvisor.com/arrowheadgolfclub

Thumbtack: www.thumbtack.com/arrowheadgolfclub

TaskRabbit: www.taskrabbit.com/arrowheadgolfclub

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ARROWHEAD RESTAURANT AND BAR

Arrowhead's staff knows how to please their guest with imaginative ***menu choices and entertaining atmosphere.***

The regular restaurant menu items of Saigon Shrimp Wraps, Panzanella Pork Chops and Whitefish Picatta were especially well received as were house made Onion Rings, Cajun Chicken Sandwich and Herb Roasted Chicken. Daily Specials range from Monday \$6 Burgers to Friday Fish Fry to Tom's Buttermilk Chicken and bring faithful fans to the restaurant week after week.

Year after year, guests return for ***Chef Alan Pirhofer's*** seasonal Mardi Gras beignets or redfish as well as his authentic Oktoberfest Schweinsaxe (ginormous pork shank). Cinco de Mayo is celebrated with Chef Alan's 27 ingredient mole sauce for his Chicken Oaxaqueno and St. Patrick's Day brings Chef Alan's innovative Irish Nachos and ever popular Shepherd's Pie and Corned Beef and Cabbage.

Guests can be assured of finding new ***craft beer and ales***, some from just down the street and others from far and wide. The following for craft beer at Arrowhead has gained momentum; the 3rd Annual Straight From the Tap event held at Arrowhead in January 2016 was quickly sold out.

Staff knows the art of creating an atmosphere to draw a crowd. Seasonal holidays bring out the best reason to celebrate especially in early December at Arrowhead's ***Ugly Sweater contest*** where prizes can be earned and camaraderie created. Arrowhead plans monthly ***live music*** theme nights like 80s Night, Motown Night and Country Night and treats the crowd to a late night snack.

Families and children are not forgotten, especially on Wednesdays, when ***Kids Eat Free.*** Specific dates were designated as Sports Day or Disney Character days and when a child is dressed as their favorite sports character or Disney character, staff presents them with a complimentary scoop of ice cream and cookie. Even some staff get in the act of dressing as a character.

Guests are greeted at the door like family. After all, staff strives for Arrowhead to be their ***home away from home!***

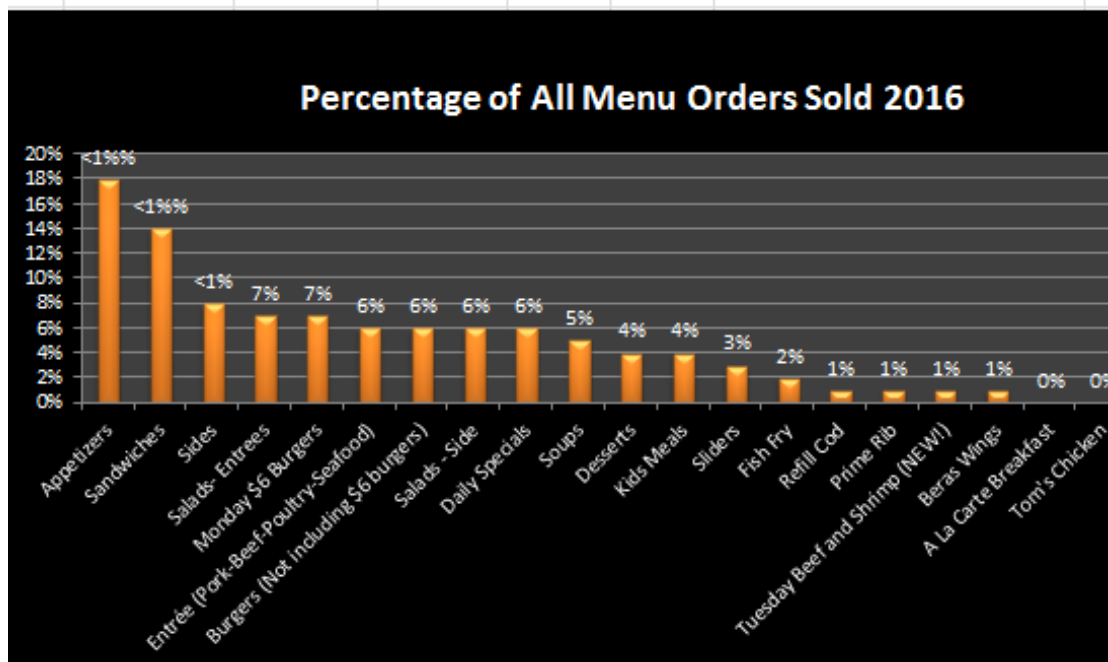
Restaurant Menu Sales

In 2016,

✓ **10,222 Monday \$6 Burger Specials** were served.

✓ **8,422 of Chef's Weekly Specials** were sold.

	Orders Sold	Percent of All Orders Sold	Dollars Sold	Percent of Dollars Sold
Sandwiches	20,919	14%	438,638	27%
Appetizers	25,461	18%	268,028	17%
Entrée (Pork-Beef-Poultry-Seafood)	7,844	6%	120,779	8%
Salads- Entrees	9,576	7%	127,881	8%
Burgers (Not including \$6 burgers)	8,655	6%	91,332	6%
Soups	7,590	5%	27,533	2%
Salads - Side	8,593	6%	65,749	4%
Desserts	5,540	4%	25,509	2%
A La Carte Breakfast	674	<1%	4,911	<1%
Sides	11,975	8%	27,767	2%
Sliders	4,942	3%	52,682	3%
Kids Meals	6,281	4%	31,436	2%
Monday \$6 Burgers	10,222	7%	61,332	4%
Fish Fry	3,600	2%	50,220	3%
Prime Rib	1,544	1%	34,042	2%
Tuesday Beef and Shrimp (NEW!)	1,138	1%	17,013	1%
Tom's Chicken	1,242	1%	12,600	1%
Wings	375	<1%	1,875	<1%
Refill Cod	832	1%	0	0
Daily Specials	8,422	6%	143,925	9%
Totals	145,425	100%	1,603,252	100%



BEVERAGE SALES

In 2016,

✓ **53,058 Bottles of Beer** were sold versus 40,714 in 2015.

✓ **85,845 Draft Beers** were prepared versus 82,560 in

2016 Alcohol Sales	Number Sold	Dollars Sold	Percentage of Dollars Sold
Draft Beer	85,845	\$397,863	35%
Liquor	29,719	\$239,904	21%
Wine by the Glass	25,673	\$212,877	19%
Beer-Bottle	53,058	\$237,021	21%
Wine by the Bottle	3,555	\$44,579	4%
TOTALS	197,850	\$1,132,244	100%

HALFWAY HOUSE EXPRESS TROLLEY AND BEVERAGE CART SALES



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

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

	Number Sold	Dollars Sold	Percentage of Dollars Sold
Non-Alcohol Beverage	20,445	\$44,160	15%
Food Sales	14,980	\$47,577	17%
Liquor	6,351	\$41,477	14%
Beer, Domestic/Craft	34,079	\$153,416	54%
Sundries (aspirin, lotion)	89	\$293	<1%
TOTALS	75,944	\$286,923	100%



RESTAURANT EVENTS



Valentine's Day menu featured King and Queen cut Prime Rib dinners and 25% off all wine bottles.

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

St. Patrick's Day was celebrated all week March 9-22nd. The menu featured Irish Nachos, Shepherd's Pie and, of course, Corned Beef and Cabbage. Drink specials were \$3.17 pints of Guinness and Jameson drinks.

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

Father's Day was a success again with Chef Alan's Southern BBQ Buffet. Staff served more than 140 guests from the buffet this year. One lucky dad received a golf package of a round of golf and an Arrowhead golf shirt.

Fish Fry Friday continues to be well attended with an average of 69 orders per week. This is especially popular during Lent when more than 100 orders are ordered per Friday night.

\$6 Burger Mondays brought sales of 18,877 burgers in 2016. This continues to be one of our most consistent and popular nights.

Oktoberfest is incredibly popular as Chef's menu offers authentic and delicious German-Bavarian food. In the two week run of this menu, 233 ordered the Huner Schnitzel, 149 people craved the Wurstplatte, 60 people attempted to finish the Schweinsaxe (ginormous pork shank), and 69 people enjoyed Chef's Schnitzelwiche. In this time period, we also offered 23 different Oktoberfest style beers from local and foreign breweries.

New Year's Eve saw 275 people for dinner, many of whom enjoyed the Beef Filet Oscar or the Prime Rib. Everyone enjoyed their complimentary glass of champagne given to each dinner guest to help celebrate the end of another year.

Live Music on the first Friday of the month brought several different themes to the bar in 2016; Country, Motown, 80s to name a few. Guests enjoyed the music and complimentary late night snacks were served at 10:30 p.m.

Lucky Lunch offered guests who dined at Arrowhead for lunch January through March an opportunity to receive a free lunch or free 9-hole round of golf after ten punches on their card.

Mixology offered guests the opportunity to spend 90 minutes with a professional bartender in a classroom setting, learning how to make 4 specialty drinks. "Classes" were offered in March featuring Mojito drinks and in April featuring whiskey drinks.

Ugly Sweater Night, December 2, brought a jovial group to the bar. Participants showed off their best "ugly" seasonal sweater in friendly competition for prizes. This has become a tradition that guests plan for.



ARROWHEAD FOOD SUPPLY BID

Staff has become more aggressive in requesting fixed priced bids in the annual food bid process as considerable savings had been noticed and charted. The chart below is a sample of fixed pricing comparisons for several line items. Fixed pricing is the price vendors quoted in accepted bids and this price did not waver 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. It is estimated that the bid process saves \$40,000-\$60,000 annually.

PRODUCT	FIXED PRICE	COMMODITY PRICE 2015-2016											
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Nov	AVERAGE
BREAD													
Buttery Dinner Roll, hinged 3"round butter roll w/sheen on top	1.83	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3	3.02	3.02	3.02
PAPER DISPOSABLE													
Fuel, Canned, Hot Spot Sterno	1.83	1.91	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.9	1.94	1.94	1.90
MEAT													
Bacon, Layflt 14/18 GF Applewood Smoked	3.99	4.29	4.29	4.29	4.29	4.17	4.17	4.27	4.27	4.3	4.07	4.07	4.22
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	8.44	9.15	9.15	9.15	8.99	8.99	8.99	8.99	8.4	8.4	8.1	7.9	8.75
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	3.86	3.9	3.9	3.51	3.51	3.51	3.4	3.4	3.35	3.3	3.27	3.27	3.48
Beef, Tenderloin Medallions, Choice or higher, Fresh 2 oz. Cryo	9.49	16.8	15.8	15.8	14.1	14.1	14.1	12.5	12.5	13	12.5	12.5	13.93
Beef Filet, 8 oz	27.49	28.1	28.1	27.6	27.6	26.5	25.9	25.1	24.7	25	24.3	22.6	25.93
SMALLWARES													
Glass, Wine #3783, Libby	3.19	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.3	3.26	3.26	3.26
Glass, Mixing Beverage , 12 oz, Libby	2.53	2.65	2.65	2.65	2.65	2.65	2.65	2.65	2.65	2.6	2.61	2.61	2.64
PRODUCE													
Lettuce, Romaine, Heart, Iceless	1.75	1.95	1.95	1.95	1.95	2.12	2.12	2.12	2.12	1.8	1.7	1.92	1.97
Tomato, Plum, Fresh	0.74	0.82	0.82	0.88	0.88	0.77	0.77	0.77	0.77	0.8	0.77	0.75	0.80
DRY GOODS													
Oil, Olive Bland 80/20	9.15	10.98	11	11	11.7	11.7	11.7	12.7	12.7	13	12.7	13.4	12.02
Sugar, Granulated, Extra	0.58	0.68	0.68	0.68	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.77	0.70
Shortening, Canola Creamy	0.64	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.75	0.8	0.75	0.75	0.72
BEVERAGES													
Coffee, Liquid Colombian Douwebert	56.51	60.36	60.4	60.4	60.4	60.4	60.4	60.4	60.4	60	59.8	59.8	60.21

FOOD & BEVERAGE WAGE COMPARISON

<u>Sales (Food & Beverage Only)*</u>	2016	2015	2014	2013	2012
Restaurant Food & Beverage Sales	\$2,891,868.	\$2,902,748	\$2,529,460	\$2,259,477	\$2,045,168
Banquet Food & Beverage Sales	\$2,080,858	\$2,140,222	\$2,141,030	\$2,137,027	\$2,144,774
Total Food & Beverage Sales	\$4,972,726	\$5,042,970	\$4,670,490	\$4,396,504	\$4,189,342
*excludes premium service, room charges, addl. service fees, etc.					
<u>Banquet</u>	2016	2015	2014	2013	2012
Banquet Servers	\$93,783	\$89,058	\$93,024	\$87,528	\$98,465
Banquet Bartenders	\$6,279	\$9,257	\$10,715	\$8,026	\$8,317
Sales Asst.	\$31,874	\$37,630	\$86,174	\$72,108	\$77,622
Houseman	\$52,591	\$41,497	\$51,537	\$43,950	\$40,584
Total Banquet Part-Time Labor	\$184,527	\$177,442	\$241,451	\$211,612	\$224,988
Part-Time Bqts Labor % from Total Bqts F & B Sales	8.87%	8.29%	11.28%	9.90%	10.49%
Banquet Full-Time Labor Salaries*	\$275,260	\$239,938	\$181,266	\$178,433	\$186,873
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	13.23%	11.21%	8.47%	8.35%	8.72%
*Includes F & B Director (Salary split equally Bqts & Rest)					
<u>Restaurant Front House</u>	2016	2015	2014	2013	2012
Restaurant Servers	\$117,725	\$103,924	\$120,644	\$126,198	\$115,782
Restaurant Bartenders	\$15,484	\$20,520	\$27,728	\$30,129	\$31,234
Restaurant Host/Hostess	\$42,339	\$38,316	\$39,982	\$34,669	\$34,833
Restaurant Busser/Runner	\$66,623	\$62,384	\$64,558	\$60,105	\$52,558
Restaurant Office	\$16,678	\$15,780	\$14,197	\$14,295	\$9,632
Total Restaurant Part-Time Labor	\$258,850	\$240,924	\$267,109	\$265,396	\$241,039
Part-Time Restaurant Labor % from Total Rest F&B Sales	8.95%	8.30%	10.56%	11.75%	11.93%
Restaurant Full-Time Labor Salaries*	\$173,151	\$155,592	\$148,752	\$147,668	\$143,783
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	5.99%	5.36%	5.88%	6.54%	7.03%
*Includes F & B Director (Salary split equally Bqts & Rest)					
<u>Kitchen</u>	2016	2015	2014	2013	2012
Dishwasher	\$216,922	\$170,505	\$183,186	\$146,838	\$140,626
Line Cooks	\$303,000	\$288,812	\$296,964	\$293,147	\$350,127
Prep Cooks	\$24,861	\$51,931	\$66,566	\$57,318	\$53,165
Total Part-Time Kitchen Labor	\$544,783	\$511,248	\$546,716	\$497,303	\$543,918
Part-Time Kitchen Labor % from Total F & B Sales	10.96%	10.14%	11.71%	11.31%	12.98%
Kitchen Full-Time Labor Salaries	\$264,845	\$238,895	\$186,976	\$158,965	\$126,967
Full-time Kitchen Labor % from Total F & B Sales	5.33%	4.74%	4.00%	3.62%	3.03%
Overall Part-Time Labor	\$988,160	\$929,614	\$1,055,276	\$974,311	\$1,009,945
Part-Time Labor % from Total F & B Sales	19.87%	18.43%	22.59%	22.16%	24.18%
Overall Full Time Labor	\$713,256	\$634,425	\$516,994	\$485,066	\$457,623
Overall Labor % from Total F & B Sales	14.34%	12.58%	11.07%	11.03%	10.92%

2016 Arrowhead Collage

Restaurant Marketing

Print & Web Ads

[illegible]

Arrowhead

golf. restaurant & bar. events.


MEET: B&B, PINE AVAL, CLUBHOUSE, & B&B A&S

27 Holes of World's Finest Golf

Restaurant & Bar Open 7 days a week

Meeting & Banquet Hall

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[illegible]

Weddings | Golf Outings | Fundraisers | Baptisms | First Communion
Confirmations | Showers | Rehearsals | Memorials

All packages include coffee, tea, iced tea, and choice of soup or salad.
Call our professional staff or email events@arrowheadgolfclub.org.
Just 10 minutes from Sts. Peter and Paul.

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AmoryHead
RESTAURANT & BAR

We're right in the neighborhood!

- Open for Lunch and Dinner
- Extensive Craft Beer and Wine Menu
- Mixology Classes Once a Month

Bring in this booklet and present this ad to your server
to receive 10% off your bill.*
*Excludes taxes & grat.

37-hole golf course wedding venues great for dining

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Arrowhead
RESTAURANT & BAR

MIXOLOGY NIGHTS

Mojitos Night | March 31 • Whiskey Night | April 28

Learn how to make four drinks each night
7-8:30P | \$15 per person

Must be 21 and over

arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

MIXOLOGY NIGHTS

Mojitos Night | March 31 • Whiskey Night | April 28

Learn how to make four drinks each night
7-8:30P | \$15 per person

March 31 and over

Arrowhead Golf Club
10000 Arrowhead Drive
Dallas, TX 75244
(214) 390-1000

Golf course and range now open for the season!
 New spring menu available for lunch and dinner:
 Not Your Nana's Chicken | Chicken and Waffle Royale

Welcome to Arrowhead Golf Club.

Closer than you think.

26W151 Butterfield Rd. | Wheaton | 630.653.5800

 **Arrowhead**
GOLF CLUB

CELEBRATING THE 10TH ANNIVERSARY OF THE CLUBHOUSE
MAY 22-JUNE 1

Arrowhead
golf. restaurant & bar. events.

20' holes of golf & driving range

Clubhouse & 2nd level bar & lounge

Walking the green & clubhouse

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org



Golf course and range now open for the season!

New spring menu available for lunch and dinner:

- Not Your Nana's Chicken
- Chicken and Waffle Royale
- Summer Salmon
- Barrel Cut Ribeye

26W151 Butterfield Rd. | Wheaton

ARROYO VIEJO
golf, restaurant & bar. *events*

27 Holes of Golf & Driving Range

Restaurant & Bar Open Daily 11am to 10pm

Wedding & Social Events

Golf Packages

ARROYO VIEJO GOLF, RESTAURANT & BAR
THE CLUBHOUSE



Arrowhead Golf Club

27-Hole Course | Restaurant & Bar | Events & Weddings

- Renovated Driving Range
- New State of the Art Club Fitting and Teaching Facility

26W151 Butterfield Rd. | Wheaton



2016 Arrowhead Collage

Restaurant Marketing

Print & Web Ads

It's summer. Don't eat inside.
Patio dining available seven days a week



Butterfield Rd. | Wheaton | 630.653.5800

It's summer. Don't eat inside.
Patio dining available seven days a week

It's summer. Don't eat inside.
Patio dining available seven days a week

Join us for breakfast Saturday and Sunday mornings for a limited time

Arrowhead golf. restaurant & bar. events.





27 Holes of Golf, Driving Range, & Performance Center
Restaurant & Bar Open for Lunch & Dinner
Wedding & Event Space
Golf Shop

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Arrowhead Golf Club
CELEBRATING 10TH ANNIVERSARY OF NEW CLUBHOUSE



27-hole golf course & driving range
now open for the season!

- Newly renovated lighted driving range, putting green, and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and custom golf outings

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27-Hole Golf Course, Driving Range, & New Performance Center

- Surrounded by forest preserve
- Newly renovated lighted driving range, putting green, and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and custom golf outings
- New Pelican Golf Performance Center includes indoor hitting stations and club repair

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Arrowhead GOLF CLUB



Surrounded by Forest Preserve

- 27 Holes of Championship Golf
- Driving Range & Pro Shop
- NEW Pelican Golf Performance Center
- Restaurant and Bar Open for Lunch & Dinner
- Event and Meeting Space

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5800
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Octoberfest at ARROWHEAD RESTAURANT & BAR



SEPTEMBER 17 THROUGH OCTOBER 3
Butterfield Rd., Wheaton | arrowheadgolfclub.org

Octoberfest at ARROWHEAD RESTAURANT & BAR
SEPTEMBER 17 THROUGH OCTOBER 3
Butterfield Rd., Wheaton | arrowheadgolfclub.org

Octoberfest at ARROWHEAD RESTAURANT & BAR
SEPTEMBER 17 THROUGH OCTOBER 3
Butterfield Rd., Wheaton | arrowheadgolfclub.org

Octoberfest Menu
September 17 - October 3




Arrowhead golf. restaurant & bar. events.




27 Holes of Golf, Driving Range, & Performance Center
Restaurant & Bar Open for Lunch & Dinner
Wedding & Event Space
Golf Shop

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Arrowhead GOLF CLUB



27-hole golf course

- Newly renovated lighted driving range, putting and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, rehearsals, and showers
- Social, corporate, and golf outings

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Gift Wrapping While You Dine*
November 25 - December 23
*Reserve 24-hour advance
Some restrictions apply




Arrowhead golf. restaurant & bar. events.






27 Holes of Golf, Driving Range, & Performance Center
Restaurant & Bar Open for Lunch & Dinner
Wedding & Event Space
Golf Shop

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VIP Craft Jams
For Arrowhead



Arrowhead golf. restaurant & bar. events.

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Restaurant & Bar Open for Lunch & Dinner
Wedding & Event Space
Golf Shop

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2016 Arrowhead Collage

Restaurant Marketing

Signage

Arrowhead
RESTAURANT & BAR

Make it a lucky lunch and get a lucky punch!

Dine with us for lunch January-March (11A-4P) and receive a punch each time.

Ten punches get you a free lunch* or a free 9-hole round of golf.
Hint: Tuesdays get double punches!

January 4-March 31, 2016



*Food only. One punch per calendar day.

Arrowhead
RESTAURANT & BAR

here's to you and yours!
St. Patrick's Day menu
featuring Irish recipes and drink specials!

march 9-20

Irish Nachos 12
Handcrafted potato chips, corned beef, green onion, tomato hoisieradish sauce, cheddar cheese.

Shepherd's Pie 18 dinner / 14 lunch
Ground beef, Guinness gravy, peas, carrots, pearl onions topped with gratified mashed potatoes and parmesan cheese

Corned Beef and Cabbage 18 dinner / 14 lunch
Slow cooked tender corned beef, braised cabbage, baby carrots, and boiled red potatoes

Available on March 17 only:
\$3.17 pints of Guinness \$3.17 Shots of Jameson

Arrowhead
RESTAURANT & BAR

"Commit to the India(n) Pale Ale"

GO HAWKS!

SPONSORED BY **LAGUNITAS**
LAGUNITAS CRAFT BEER CO.

Watch the Blackhawks and enjoy \$4 pints of Lagunitas IPA during all game days (home or away) and playoff rounds, plus enter to win a Blackhawks Jersey. One jersey will be given away during each home game and one per playoff round.*

Blackhawks Home Game Schedule

Sunday, March 6 vs. Red Wings 7:00P	Sunday, April 3 vs. Bruins 7:00P
Monday, March 14 vs. Kings 7:00P	Tuesday, April 5 vs. Coyotes 8:00P
Wednesday, March 24 vs. Flyers 7:00P	Thursday, April 7 vs. Blues 7:00P
Friday, March 26 vs. Wild 7:00P	Playoffs begin April 10
Tuesday, March 22 vs. Stars 7:00P	Stanley Cup June 1-10

MAD AS HONEY JUST GOT SWEETER!

SWEET 16
MARCH 17-APRIL 4

Enter to win one of 16 great prizes... Blackhawks jersey, Mother's Day brunch for 2, lunch and dinner certificates, Arrowhead gear, driving range buckets, and more!

Drop your business card or fill out an entry form; one entry per visit. Winner's to be chosen on or about April 5 and will be notified by email.

Butterfield Rd. | Wheaton, IL 60189 | 630.510.5070 | arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

MIXOLOGY NIGHTS

Tequila Night | January 28
Learn to create four different tequila drinks
From tequila to the worm

Martini Night | February 25
Get some fun and easy party-tini ideas

Mojito Night | March 31
Make some great drinks for your summer parties

7-8:30P | \$15 per person

Registration required at arrowheadgolfclub.org

March 17 and 18 are closed. Open on Monday 3/20/16.

Arrowhead
RESTAURANT & BAR

MOVIE THEME NIGHT
Friday, March 4 | 8P-Midnight

DJ Pat Doody will be playing all your favorite music soundtracks and your favorite classic movies will be playing on the TVs.

You can win prizes for dressing up as your favorite movie character. From Ferris to an Oopie Loompa to Christian Grey. Any movie from any decade. Bring your dancing shoes!

Enjoy a complimentary concession stand from 9:30-11P including nachos, popcorn, and pretzel bites.

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Arrowhead
RESTAURANT & BAR

Mother's Day Brunch
May 8, 2016
9:30 am to 2:00 pm
featuring complimentary photo booth*

Brunch Menu

Caring Station - pulled pork, beans, turkey
Southern Station - chilled shrimp, smoked salmon, crab, crab cakes
Crescent Station, Eggs Benedict
Sweet Station

Kids Station - chicken tenders, mac & cheese, sweet rolls, corn dogs
Make your own ice cream sundae station

Traditional Favorites
Waffles, blintzes, sausage, bacon, hash browns, fresh roasted chicken, pasta restaurant, cheese tortellini, spring vegetables, chicken and fish

Includes side cups, juice, cranberry juice and coffee

\$8 Wine and Soft Drink* (per person)

\$44.95 adult
\$22.95 children ages 5 through 12
Small children under 5 \$12.95
Tax 12.1% and gratuity included

Photo booth for each room.

Call 630.510.5088 for reservations

Arrowhead
RESTAURANT & BAR

Sandwiches & Entrées
Craft Beer Menu | Wine List
Outdoor Patio Seating

Celebrate Father's Day
Southern Style Buffet & Brunch

Reservations 630.510.5070

LIVE MUSIC "AMERICA" NIGHT
Featuring
MICHAEL HEATON DUO
FRIDAY, JULY 1 | 8:30P-MIDNIGHT

Enjoy complimentary late-night snacks and drink specials, including Two Brothers 16-oz can bucket special, only \$28! Prep for the Fourth and wear your **RED**, **WHITE**, and **BLUE**

COUNTRY NIGHT

WHISKEY AND HARMONY TRIO
Friday, August 5 | 8:30P to Midnight

Enjoy the complimentary nacho bar from 10:30 to 11:30P along with \$3 budweiser bottles.

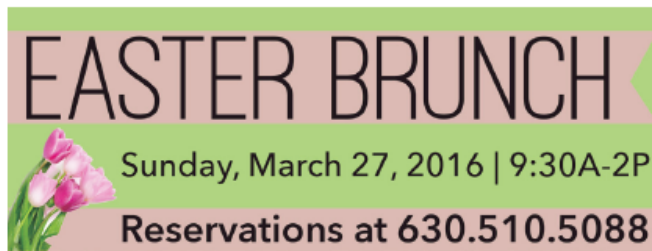
Upcoming Live Music
September 2: 80's Night November 4: Motown
October 7: Rock n Roll December 2: Holiday Karaoke

arrowheadgolfclub.org

2016 Arrowhead Collage

Restaurant Marketing

Signage



2016 Arrowhead Collage

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Eblasts & Facebook Headers

Arrowhead Golf Club | Lucky Lunch Punch Card



Lucky Lunch Punch Card

Make it a Lucky Lunch and Get a Lucky Punch!

Dine with us for lunch January-March (11a-4p) and receive one punch per visit. Ten punches gets you a free lunch or a free 9-hole round of golf.

Hint: Tuesdays are double punches!



Arrowhead Restaurant & Bar is now offering Afternoon Happy Hour

All house wines, well drinks and standard beers (Miller Lite and Coors Light Drafts) are half-price starting today (Wednesday) through Friday, January 8 (2-5p only). Happy Hour schedule will continue Tuesdays through Fridays from 2 to 5 pm.



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

Whiskey Park District
Ardenwood
Coulter Zoo
CalPine County Historical
Mudville
Lincoln-Morris Natural Area
Parks and Recreation Center
Play for All, Senior Playground

Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org



January & February Restaurant Events

January 27 - February 8 | Mardi Gras Menu
Enjoy crispy chicken Po Boy's, gumbo, beignets and more!

January 28 | Tequila Mixology Class*
Learn to create four different tequila drinks!

Tickets >

January 30 | Straight from the Tap
A VIP Craft Beer Experience

Tickets >

February 13 & 14 | Valentine's Day Special Menu

Serving prime rib and select wine bottle specials!

Make your reservation at 630.510.5088

February 18 | Scotch Dinner*

Four course dinner paired with four unique scotch's

Tickets >

February 25 | Martini Mixology Class*

Learn to prepare four different party tins!

Tickets >

*Registration required at arrowheadgolfclub.org

Must be 21 and over to attend.

Save the Date

March 9 - March 20 | St. Paddy's Specials!

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

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Arrowhead Golf Club | Scotch Dinner



SINGLE MALT SCOTCH DINNER

February 18, 2016

FIRST COURSE
Macallan 10 Year Fine Oak
Tuna Crudo
Pineapple Caramelized Pear, Blood Orange Vinaigrette

SECOND COURSE
Macallan 15 Year Fine Oak
Piled Chicken Thigh
Wild mushrooms & cheddar. Bacon wrapped green beans, potatoes sauce

THIRD COURSE
Macallan 18 Year Sherry
Lamb Chops
Lamb sausage wrapped Lamb chop, smoked colcannon, rosemary jus

FOURTH COURSE
Macallan Rare Cask
Cheese Steak/Pudding
Hot Buttered Rum Sauce

Get Tickets Now

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

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arrowheadgolfclub.org



EASTER BRUNCH

Sunday, March 27
Menu at arrowheadgolfclub.org

Arrowhead Golf Club | Easter Brunch Menu



EASTER BRUNCH MENU

Sunday March 27, 2016 | 9:30 am to 2 pm

Breakfast Station Eggs Benedict Sausage Applewood Smoked Bacon Hash Browns Blueberry Pancake Muffins International Cheese Display Hot Fruit and Berries Assorted Breakfast Berries and Pastries Baked to Order Croissants	Savory Station Pork Pot Roast with Mac & Cheese and Mashed Potatoes Chicken Teriyaki with Pineapple Orange Sauce Herb Roasted Chicken with White Wine Sauce BBQ White Buns Green Beans Glazed Carrots Mashed Potatoes
Seafish Station Shrimp Cocktail Smoked Salmon Marginal Crab Cakes Sauté Maki Fish	Carving Station Roast Leg of Lamb Honey Glazed Ham Roasted Turkey Breast
Salad Station Belgian Marinated Asparagus Caprese Salad Marinated Antipasti Pasta Salad Potato Salad Crispy New Green Salad	Kids Station Chicken Tenders Mac & Cheese Mini Corn Dogs Lemon Pops
Dessert Station Grand Assortment of Baked Pastries and Cakes Build Your Own Protein Station North's Cakes with Assorted Toppings & Berries Coffee and Juice are included	

\$40.95 adult | \$22.95 children 5-12 | Under 5 Free
Tax and 10% gratuity per person included.
For reservations, please call 630.510.5088.

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

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Arrowhead Golf Club | 26W151 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org
Photo Credit: Sunny Girl Photography



Ring in the New Year!

Enjoy a delicious Prime Rib Dinner*



Featuring prime rib, baked potato and fresh green beans
King Cut \$25.95 | Queen Cut \$20.95
Complimentary Champagne Toast for all Diners between 4-9:30P and at midnight
Arrowhead's Regular Menu Will Also Be Available
*Prime rib special available after 4 pm



— 12 HD TV's
— Extensive Craft beer menu
— Entertainment 1st Friday of the Month

Reservations at 630.653.5800

26W151 Butterfield Road, Wheaton | arrowheadgolfclub.org

Chicago Bears Schedule Magnet

2016 Arrowhead Collage

Restaurant Marketing

Eblasts & Facebook Headers

Arrowhead Golf Club | Celebrating Restaurant Events

March Restaurant Events

Movie Night
Friday, March 4 | 10P-Midnight
12 Feb Darts will be playing all year for much laughter, plus our favorite classic movies will be showing on the TV. Bring your dancing shoes!

St. Patrick's Day Menu
March 7-20
Featuring Irish Nachos, Shepherd's Pie, corned beef and cabbage. Join us for fantastic drink specials on March 17 only.

March Madness
March 17-April 4
\$15 Buckets of Miller Lite & Crown Light Bottles each game day. When we get to the level 18, one game each of our draft beers with a nacho.

Dr. Jekyll's Night
Wednesday, March 23
Dr. Jekyll and his friends, all night long! Dress up in your sports gear, enjoy a free drink.

EGGERS BRUNCH
March 27 | 9:30A-2P
Featuring a traditional brunch menu, carving station, seafood station, and family entertainment. Enjoy \$15 entrees and \$10 drinks.

Major's Night
Thursday, March 31 | 7P-11P
Join us for a special 4th of July celebration. \$15 per person. March 31 and over in advance.

Plus, join us for Blackhawk games during March & April and enjoy \$4 pints of Lagunitas IPA!
One jersey will be given away during each game and one per event!

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | Here's to you and yours!

St. Patrick's Day Menu
featuring Irish recipes and drink specials!

march 9-20

Irish Nachos 12
Handcrafted potato chips, corned beef, green onion, tomato horseradish sauce, cheddar cheese.

Shepherd's Pie 18 dinner / 14 lunch
Ground beef, Guinness gravy, peas, carrots, pearl onions topped with gratified mashed potatoes and parmesan cheese.

Corned Beef and Cabbage 18 dinner / 14 lunch
Slow cooked tender corned beef, pickled cabbage, baby carrots, and boiled red potatoes.

Available on March 17 only:
\$3.17 pints of Guinness | \$3.17 Shots of Jameson

March Madness
March 17-April 4
\$15 Buckets of Miller Lite & Crown Light Bottles each game day. For the sweet 18 we have our 17th Annual Road to the Final Four, where we join each of our draft beers with the remaining teams. Each day a team plays, this beer is on special. The further a team advances, the cheaper their beer gets. Plus enter to win some great prizes like sports jerseys, lunch and dinner packages and more.

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | New Spring Menu & Mother's Day

Stop in and try one of our new Spring Menu items for lunch or dinner

Power Salad | **Sole Sandwich** | **Barrel Cut Ribeye**

View Complete Menu:
[Lunch](#) | [Dinner](#)

Reserve your table for Mother's Day Brunch
Sunday, May 8 | Seatings: 9:30A-2P
Featuring traditional favorites, omelets and dessert stations, and more.
\$5 Mimosa and Bloody Marys
Reservations at 630.510.5070

This Saturday, April 30, breakfast returns
beginning at 10A.

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | June Specials & Events

Upcoming Specials & Events

Father's Day Southern Style Buffet & Brunch
Sunday, June 19 | 10A-2P
Serving southern fried chicken, breakfast favorites, omelette station, carving station, desserts, and more.
Reservations at 630.510.5070

Live Music "America" Night presenting
Michael Heaton Duo
Friday, July 1 | 8:30P-midnight
Featuring complimentary late night snacks and drink specials too, including Two Brothers 16oz-can bucket special, only \$28! Wear your rock, white, and blue!

Fourth of July
Monday, July 4 | all day
\$6 burgers and half-price domestic drafts

Join our mobile text "VIP" club to receive monthly specials and offers.
Text "Arrow" to 45798
*MSG & data rates may apply. Text STOP to 45798 to be removed from all campaigns and end subscription to mobile "VIP" Club

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | Country Night

COUNTRY NIGHT

Whiskey and Harmony Trio
Friday, August 5 | 8:30P to Midnight

Enjoy the complimentary nacho bar from 10:30 to 11:30P along with \$3 budweiser bottles.

Upcoming Live Music
September 2: 80's Night | November 4: Motown
October 7: Rock n Roll | December 2: Holiday Karaoke

Join our Mobile "VIP" Club!
Text "Arrow" to 45798*
*MSG & data rates may apply. Text STOP to 45798 to be removed from all campaigns and end subscription to mobile "VIP" Club.

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | Oktoberfest starts tomorrow

Arrowhead RESTAURANT & BAR

OKTOBERFEST
September 17-October 3

Enjoy Chef Alan Pirhofer's favorite German recipes for lunch and dinner such as Munich-style potato pancakes, homemade spaetzle, and chicken schnitzel. Plus, indulge in a variety of unique Oktoberfest beer specials.

View Menu

Reservations at 630.510.5070.

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

Arrowhead Golf Club | 20415 Butterfield Road | Wheaton, IL 60189
630.633.5800 | Fax: 630.633.5804
arrowheadgolfclub.org

Arrowhead Golf Club | Halloween Mystery "Zombie Love"

Halloween Murder Mystery "Zombie Love"
Friday October 20 | 6:30P | Arrowhead Golf Club
Enjoy a three-course dinner, complimentary signature cocktail, and show. Cash bar included.
\$35 cocktails | 7P Dinner and Show | event concludes approximately 9P
\$95 per person
17 and over event

Tickets

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

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arrowheadgolfclub.org

2016 Arrowhead Collage

Restaurant Marketing

Eblasts & Facebook Headers

Arrowhead Golf Club | Thanksgiving Dinner - Make your reservations now



**JOIN US FOR
THANKSGIVING DINNER**

*Traditional Buffet in the Ballroom
Overlooking Golf Course*

Featuring

- Roast Turkey
- Prime Rib Carving Station
- Sage Bread Stuffing
- Mashed Potato Bar
- Salmon
- Fresh Cranberry Relish
- Smashed Sweet Potatoes with Pecans
- Green Beans with Wild Mushrooms and Crispy Onion Hay
- Dessert Station

Seating 11A to 4P
\$36.95 per person | \$22.95 children ten and under
Additional 18% gratuity and 7% tax | Drinks not included

For reservations, call 630.510.5088

Save the Date for the Ugly Sweater Party on Friday, December 2nd

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

Whitson Park District
Arlene
Cody Zoo
DuPage County Historical
Museum
Lincoln Marsh Natural Area
Parks Plus Fitness Center
Play for All Sensory Playground



Arrowhead Golf Club | 20401 S1 Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | Ugly Sweater Party

Arrowhead
RESTAURANT & BAR

UGLY SWEATER Night



Friday, December 2 | 7P

**Winners chosen at 8P. Enjoy Live Band
Karaoke with Bandaroke, \$4 Sam Adams
Winter Lager Pints, and a late night snack.
First, Second & Third Place Prizes!**

Giveaways throughout the evening!

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

Whitson Park District
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Arrowhead Golf Club | 20401 S1 Butterfield Road | Wheaton, IL 60189
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2016 Arrowhead Collage

Restaurant Marketing

Coupons/Incentives



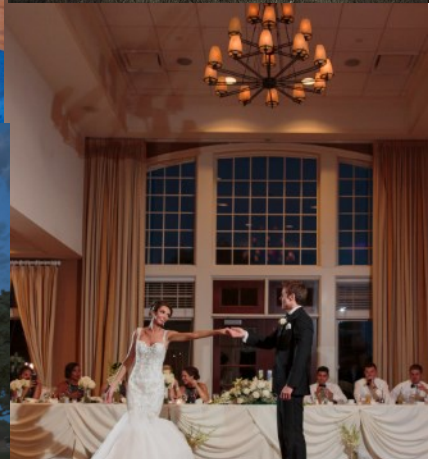
Name _____
E-mail _____
Phone _____

Wheaton Park District employees and their families are not eligible to win. Must be at least 21 years to enter. Winner to be pulled on or about March 31, 2017 at the discretion of promotion. Winner does not need to be present to win. Supplied e-mail addresses will be added to our newsletter lists to receive notices about our upcoming events and specials.

Name _____
E-mail _____
Phone _____



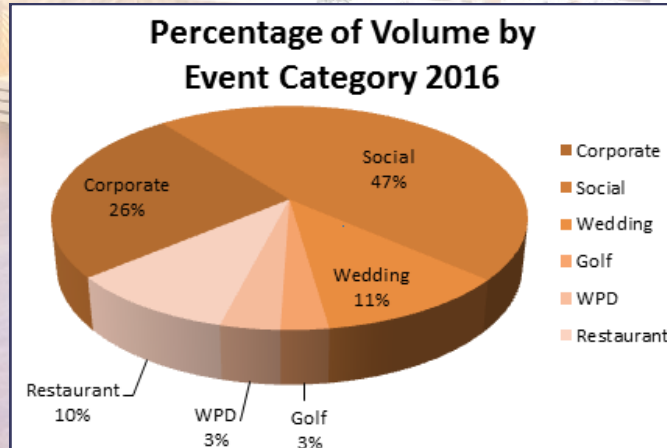




BANQUETS AND EVENTS

In 2016, pricing and capacity strategies set in 2015 came to fruition. While overall department sales remained stable, more streamlined booking strategies helped contribute to financial efficiencies. Staff fine-tuned revisions, discounting minimums to develop first quarter business and worked to fill non-Saturday weddings.

In 2016, Arrowhead hosted an average of *2 banquet events per day* or 14 events per week.



2016 Events Categorized by Type and Volume :

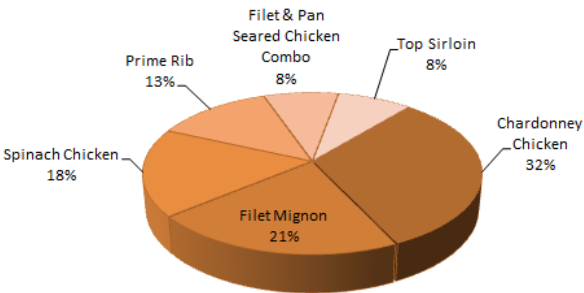
	Corporate	Social	Wedding	WPD	Golf	Restaurant	Monthly Totals
Jan	0	2	2	0	0	0	4
Feb	0	7	4	0	0	0	11
Mar	7	4	3	0	0	4	18
Apr	23	43	3	3	0	8	80
May	24	48	5	2	2	12	93
June	23	40	8	2	7	7	87
July	14	39	8	3	4	5	73
Aug	13	37	11	4	2	6	73
Sep	21	30	12	3	5	12	83
Oct	17	26	10	2	0	8	63
Nov	19	20	9	3	0	2	53
Dec	23	41	3	3	0	7	77
Totals	184	337	78	25	20	71	715

WEDDING EVENTS

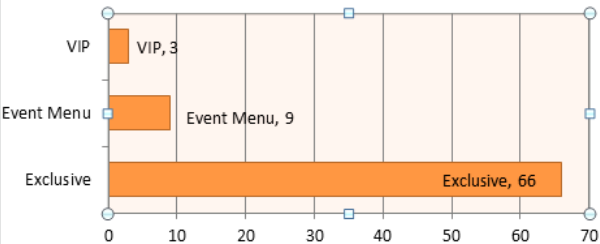
- ✓ The average wedding cost at Arrowhead Golf Club was *\$19,780 in 2016.*
- ✓ The 2016 average wedding hosted *147.8* wedding guests versus 148.4 guests in 2015.
- ✓ In 2016, Banquets and Events service and bartender staff served *11,533 wedding guests.*



Popular Wedding Menu Selections 2016



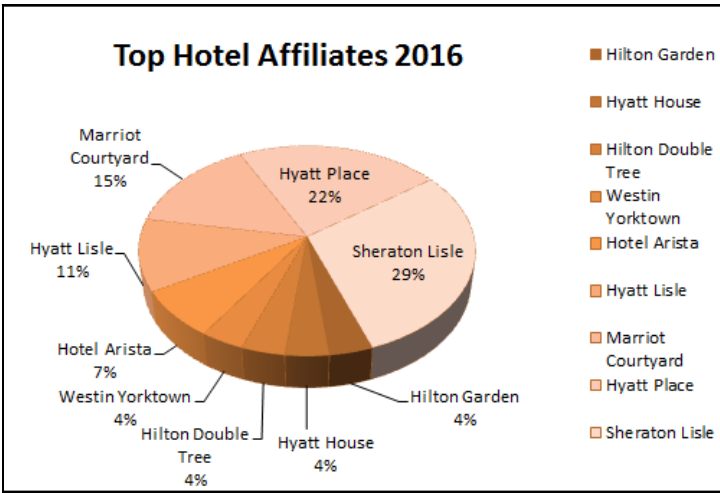
Wedding Packages 2016



Most bridal couples chose *Arrowhead's Exclusive package* because it is the most inclusive event arrangement. It includes a full 4-course dinner with wine, 4-hour open bar, butler passed appetizers, champagne toast, wedding cake and floor length ivory linen. The only outside shopping for the bridal couple is a DJ, florist and photographer.

HOTEL PARTNERSHIPS

Top Hotel Affiliates 2016



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 couple on their wedding night.

OUTDOOR CEREMONY SITE

More couples are choosing to hold their wedding ceremony and reception at one location (per theweddingreport.com).

Arrowhead Golf Club continued to offer onsite options for wedding ceremonies outside and inside the ballroom.

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

OUTDOOR CEREMONY

- ♥ Overall attendance at our 2017 outdoor weddings totaled 4,789 guests.; **a 35% increase from 2015** total outdoor wedding guest total of 3,074
- ♥ Outdoor wedding ceremonies in 2016 numbered 34 (a 20% increase from 2015) and brought a gross revenue of \$32,500; a **2% increase from 2015**.

INDOOR CEREMONY

- ♥ Indoor wedding ceremony guests in 2016 numbered 1,719 guests.
- ♥ Indoor wedding ceremonies in 2016 numbered 13 and **brought a gross revenue of \$11,375**.



WEDDING INDUSTRY TRENDS IN 2016

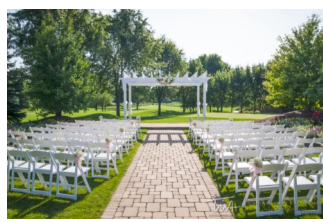
So Great Late

This year couples focused on keeping the guests wanting more... food that is! From pizza delivery to Italian beef sandwiches with provolone and peppers, the eating extravaganza goes on all night. Late night snacks were a real hit this year. Arrowhead worked with Rosati's Pizza, Portillo's and Oberweiss Ice Cream to help make our couple's dream day complete and personalized



Fresh Air Here

Couples are still looking to hold a ceremony and reception in the same venue, especially a venue where the outdoors plays a starring role. Arrowhead has an amazing scape that really sets the standards in what golf course ceremony sites should look and "feel" like. Outdoor weddings at Arrowhead's outdoor wedding site increased 35% in 2016.



Cake

The latest in wedding cake trends is all about expressing your love story. Whether it's a cake top with Spiderman upside down swooping up the bride, or a favorite romantic quote or chronicle etched into the frosting, this year's cakes were more than just towers of sweetness. In 2016, Arrowhead brought on an additional local bakery to offer more choices in variety and upgrades for the couple.



Classic Cocktails

Bridal couples are going back to the Mad Men-era cocktails when they consider their signature drink for the evening. This year, Arrowhead bartenders mulled record numbers of old fashioned's while stirring up the venue with countless perfect manhattans.



Old Fashioned

Fun Favorite Photos

From Groomsmen wearing Marvel Comic tees under their tux shirts, to Teenage Mutant Ninja Turtle shell shields, these photos are only just the beginning of nights filled with personal favorite fun. That fun is almost immediately captured not just by the hired photographer, but by the bridal party themselves. In a "snapchat", these photos are blasted into social media land. Photos are often tagged to Arrowhead and serve as great impromptu marketing.

Lights, Camera, Action

While colorful lighting still made an appearance in 2016, romantic lighting stole the stage. Couples opted for beautiful strands of bulbs and soft draping with mini lights.



Arrowhead partnered with its first lighting vendor in 2016 to make this romance feature a convenient reality to our guests.

Be seated.

Couples are moving away from the traditional head table layouts and changing it up with large rectangular feasting tables. Couples are also losing interest in the typical chair cover and looking for chairs with design and open backs. The Chiavari chair was a popu-

lar rental chair option in 2016. This chair design was so popular that staff had been working to secure the experience through purchasing the Chiavari style chair for the facility in 2017.

The Rise of the Falling Guest List

As the trend continued on from 2015 into 2016, couples were more focused on providing a high-quality event to a more select group of friends and family than a large-scale party with more affordable details. Arrowhead experienced its lowest guest count average ever in 2016 but strived to deliver upper crust details to a high quality event as even adding late night snacks became the norm in our wedding events.



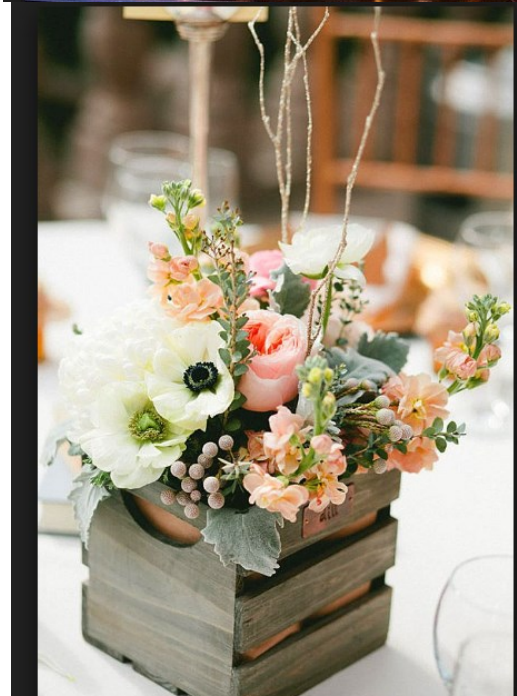
Big Bang Theory

Fireworks can be customized by color as well as design. Demos for 2016 even included hearts and emojis and Arrowhead opened the balcony door to some really spectacular shows in 2016.

What will they think of next?

By the end of 2016, 71 weddings had been booked for dream celebrations at Arrowhead versus 54 at the same time in 2015. Staff will watch as brides share their stories of how they'll make their day new and exciting. Publications tell us that trends for 2017 will go from Rustic to Industrial and from glitz to copper tones and will have a mix of old and new. Whatever direction our brides take, staff will be there in every way to make their day to cherish forever. That's what we do to make our home, their home as they make memories to last a lifetime. Many of our couples choose to celebrate their wedding anniversaries with us in our restaurant and we welcome that.

WEDDING INDUSTRY TRENDS FOR 2017



Brides in 2017 who follow trends are dreaming of an industrial warehouse look with ornate, over-the-top centerpieces set aglow with twinkling lights and candles: a whimsical mash-up of old and new.

Brides continue to embrace copper, rose gold and pewter because they're so versatile. Not only do they work with other colors for a look that's at once relaxed and fun, they are ideal tones for a black-tie evening.

BANQUET HOSTED EVENTS

Easter, Mother's Day and Thanksgiving Day

Banquet staff hosted three large 2016 facility holiday brunches:

Easter Sunday, April 5th, **Mother's Day**, May 10 and **Thanksgiving Day**, November 24

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

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

540 Easter guests were served,
generating a 13% increase in net profit totaling **\$9,835.**

427 Mother's Day guests were served,
generating a 22% increase in net profit totaling **\$7,894.**

542 Thanksgiving guests were served,
generating a net profit totaling **\$11,193.**



Murder Mystery Dinner October 28, 2016

Staff invited the community to attend a Murder Mystery dinner show hosted during Halloween weekend. Specialty centerpieces, drinks and desserts were themed around Halloween. Guests were very receptive to participating and staff enjoyed providing the evening.



2016 Arrowhead Collage

Event Marketing

Print & Web Ads



Receptions, Rehearsals, and Showers
Indoor & Outdoor Ceremonies

- Only one couple each night
- Spectacular golf course views
- Exquisite menus
- Private balconies

Ask us about 2016 incentives and specials.
Email our professional event staff at events@arrowheadgolfclub.org
26W151 Butterfield Road | Wheaton, IL 60189 | arrowheadgolfclub.org



There's only one wedding per night
So our focus is solely you and your guests

- Spectacular Golf Course Views
- Exquisite Menus & Elegant Settings
- Indoor & Outdoor Ceremonies
- Private Balconies & Viewers
- Rehearsal Dinners & Showers
- Private Displays Available

26W151 Butterfield Road | Wheaton, IL 60189 | arrowheadgolfclub.org/weddings



Receptions, Rehearsals, and Showers
Indoor & Outdoor Ceremonies

- Only one couple each night
- Exquisite menus
- Spectacular golf course views
- Private balconies

Ask us about 2016 incentives and specials.
Email our professional event staff at events@arrowheadgolfclub.org or call 630.653.5802
26W151 Butterfield Road | Wheaton, IL 60189 | arrowheadgolfclub.org



There's only one couple per night
so the focus is on you and your guests.

- Receptions
- Rehearsals and Showers
- Indoor & Outdoor Ceremonies

Contact our event planners about discounts and incentives for off-peak 2017 dates at events@arrowheadgolfclub.org
arrowheadgolfclub.org
26W151 Butterfield Road | Wheaton, IL 60189

So your reception's booked.
Now for your shower and rehearsal.



Butterfield Rd. | Wheaton | 630.653.5802 | events@arrowheadgolfclub.org



Be summer social.
Book your event today!

Butterfield Rd. | Wheaton | arrowheadgolfclub.org



One couple each night | Spectacular golf course views
Exquisite menus | Private balconies

Ask us about 2017 incentives and specials.
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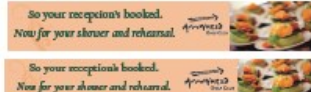
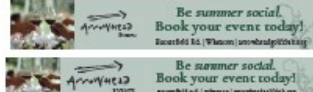


We Turn Your Milestones
Into Great Memories

Birthday Celebrations | Bridal & Baby Showers | Graduation Parties

Butterfield Rd. | Wheaton | 630.653.5802 | arrowheadgolfclub.org

So your reception's booked.
Now for your shower and rehearsal.

Be summer social.
Book your event today!

Butterfield Rd. | Wheaton | arrowheadgolfclub.org



Arrowhead is where happily ever after starts. For thousands of couples, it's where engagements and nuptials are celebrated with beautiful wedding and baby showers. It's where so many only remember the happiness of life: birthdays, anniversaries, reunions, and more.

Fill our spaces with your family, friends, and loved ones. Professional event staff make your day of celebration easy and stress-free.

Welcome to Arrowhead Golf Club. Where elegance never goes out of fashion.

Ask us about 2017 incentives and specials at 630.653.5802 or events@arrowheadgolfclub.org
26W151 Butterfield Rd. | Wheaton, IL 60189 | arrowheadgolfclub.org



Your happily ever after starts here.

Weddings, Receptions, and Ceremonies | Showers | Rehearsal Dinners



Let us deck the halls for you.
Holiday cheer for up to 275 guests.

26W151 Butterfield Rd. | Wheaton

Let us deck the halls for you.
Holiday cheer for up to 275 guests.

26W151 Butterfield Rd. | Wheaton

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Holiday cheer for up to 275 guests.

26W151 Butterfield Rd. | Wheaton



By the time 2017 has the North Pole, he'll host his holiday party here.

Let us deck the halls for up to 275 guests so you can enjoy the season.
Contact our event team at 630.653.5802 or events@arrowheadgolfclub.org
26W151 Butterfield Rd. | Wheaton, IL 60189 | arrowheadgolfclub.org

If Santa didn't have the North Pole, he'd host his holiday party here.

Let us deck the halls for up to 275 guests so you can enjoy the season.
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There's only one couple
each night
so the focus is on you and your guests

THAT'S WHY WE'RE HERE

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5802
Open to the Public | arrowheadgolfclub.org/weddings



There's only one couple
each night
so the focus is on you and your guests





THAT'S WHY WE'RE HERE

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5802
Open to the Public | arrowheadgolfclub.org/weddings

2016 Arrowhead Collage

Event Marketing

Signage



THANK YOU FOR
10 GREAT YEARS
IN OUR
NEW CLUBHOUSE!

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**Celebrate the Clubhouse's
10th Anniversary!**

May 25 - June 1

Specials All Week

WELCOME TO ARROWHEAD GOLF CLUB.
The perfect location for your next special event. Private rooms available for groups of 10 to 300.



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**THROW A GREAT
HOLIDAY PARTY!**

630.653.5802 | ARROWHEADGOLFCLUB.ORG



**THROW A GREAT
HOLIDAY PARTY!**

- Casual cocktail receptions
- Formal plated dinner
- Lunch & brunch buffets

And everything in between!

Pick up a holiday menu today!

630.653.5802 | ARROWHEADGOLFCLUB.ORG



Your home for the holidays.

Join us this season and enjoy
great food, great company, and the best views.



- New menu selections
- Weekly specials
- Holiday specials and restaurant events

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5800 | arrowheadgolfclub.org

2016 Arrowhead Collage

Event Marketing

Eblasts & Social Media



There's only one couple each night.
Your special day is **your** special day.



Options for Every Budget
Ask us about 2016 wedding packages!
www.arrowheadgolfclub.com/weddings | (430) 653-5882 | info@arrowheadgolfclub.com

More Information Submit an inquiry See the possibilities



Faith spans lifetimes, and a lot of milestones happen for all of us.



We offer event packages for almost any kind of occasion. Whether you're saying hello to your first child as grandchild, or honoring them for all that's ahead, or simply celebrating a life well lived, you can find a space and an option that fits your needs, occasion, and budget.

- Baby showers and baptisms
- First communions
- Baptisms
- Bar and bat mitzvahs
- Confirmations
- Social showers
- Rehearsals
- Wedding ceremonies and receptions
- Anniversary celebrations
- Births, birthdays, and anniversary gatherings
- Memorial luncheons



We're honored to help you make your occasion. Our professional event staff will take the stress out of planning your special day.

Welcome to Arrowhead Golf Club. The sophisticated spot for your next faith-based life cycle event.

Tell us more Tell us someone Call 430.653.5882



Last call! Don't give up your spot.

Space is limited for this Thursday's complimentary Corporate Open House.



- Enjoy our 1,000 plus square foot of flexible meeting space
- Stay on the cutting edge with our wireless A/V equipment
- Network with other business and organizations
- Meet our superb wedding professional event staff
- Close with our PGA golf pros
- Make a commitment of golf, again, and for our restaurant and bar, and various other plans

Whether you're taking the links with a golf outing, or taking the links with a training session, let our staff take the stress out of planning.



There's no pressure and no obligation.

But chances are you'll have with one thing in mind: how soon can I book?

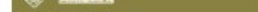


Workshops Training Sessions Golf Outings Team-Building Activities Luncheon Meetings Corporate Social Events

Call now

Space is limited

Contact our friendly event planners info@arrowheadgolfclub.com



It's (finally) cap-and-gown time.

Time for you to close the textbooks and open the next chapter in your life.



Whether continuing on to college or jumping feet-first into the working world, Arrowhead Golf Club can help in the celebration.

We've got your needs covered. Reserve the Champions Room, Conference Room, Sun Room, or Ballroom for an elegant gathering with as few as 25 to as many as 375 guests.

Not looking for anything too fancy? Reserve a driving range party for a casual afternoon with a few buckets of balls and a hot dog on a burger bun.



Welcome to Arrowhead Golf Club. The sophisticated spot to celebrate success.

Tell us more Tell us someone Call 430.653.5882

Helpful Links Post it Tweet it Forward it

Arrowhead Golf Club | 18801 Arrowhead Road | Wheaton, IL 60187 | 430.653.5882 | info@arrowheadgolfclub.com | www.arrowheadgolfclub.com

Arrowhead Golf Club | 18801 Arrowhead Road | Wheaton, IL 60187 | 430.653.5882 | info@arrowheadgolfclub.com | www.arrowheadgolfclub.com

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You've proposed, or been proposed to, and maybe it felt like Christmas morning. Come dream of a summer wedding. Not you.



Here's a present you don't have to wait until Christmas to unwrap.

Right now, wedding packages for December 2016 are up to 25% off.

Every space has a view of our golf course.

Make sure you apply, contact 430.653.5882 or info@arrowheadgolfclub.com to meet with our professional event team.



Welcome to Arrowhead Golf Club. The sophisticated spot to open the best present of all.

Tell us more | 430.653.5882 | Tell us someone



If Santa didn't already have the North Pole, he'd hold his holiday party here.

It's our season where holiday cheer is in the air, and you can't wait to see the lights, hear the carols, and see the snow on the trees.

Whether you're looking for a fun, festive, or sophisticated, our winter executive chef has something to bring you. Make your holiday celebration memorable with us. Choose from our menu of seasonal dishes, or let us create a custom menu for your event. We'll make your holiday party a success.

Make sure you apply, contact 430.653.5882 or info@arrowheadgolfclub.com to meet with our professional event team.



Here's a present you don't have to wait until Christmas to unwrap.

Right now, wedding packages for December 2016 are up to 25% off.

Every space has a view of our golf course.

Make sure you apply, contact 430.653.5882 or info@arrowheadgolfclub.com to meet with our professional event team.



Welcome to Arrowhead Golf Club. Where you're always on the nice list.

Tell us more | 430.653.5882 | Tell us someone



As Arrowhead Golf Club, your story is special.

From the first date to the last, the spark to the ring, the wedding to the honeymoon.

Revealing the best of you.



When you meet your match, wedding decisions just become fun.

Make sure you apply, contact 430.653.5882 or info@arrowheadgolfclub.com to meet with our professional event team.

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Make sure you apply, contact 430.653.5882 or info@arrowheadgolfclub.com to meet with our professional event team.



Welcome to Arrowhead Golf Club. Where happily never ends.

Tell us more | 430.653.5882 | Tell us someone





Arrowhead Golf Club has a reputation in the community for being the place to go for golf, dining and events. The facility, complete with the 27-hole golf course and driving range, restaurant and bar and seven event spaces is the perfect canvas for marketing and promotion.

The clubhouse celebrated its 10th Anniversary in May of 2016. The anniversary was celebrated with an anniversary logo, week-long restaurant and golf specials and commemorative t-shirts that the staff wore throughout the week-long celebration.

Marketing efforts always concentrate on maintaining its *strong brand image* among the competition. The following pages will list highlights of various marketing initiatives and projects that were undertaken in 2016.

MARKETING OVERVIEW

Print Advertising

Print advertising includes local and regional newspaper and magazine publications such as the Daily Herald Newspaper, Suburban Life Newspaper, West Suburban Living Magazine, Naperville Magazine, Windy City Guide, Danada Life Magazine and Inside Wheaton Magazine. 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. Wedding specific publications include Chicago Bride, The Knot, Wedding Wire, Wedding Resource, and GLG. Arrowhead was invited to be the featured cover advertiser in Chicago Bride's Winter issue. This included a photo from Arrowhead for the cover of the magazine, website features and an interior article and print ad.

Website Advertising

Website advertising plays a large part in our marketing success. Web advertising includes paid listings on Yelp.com, CitySearch.com, and Uniquevenues.com. In addition, unpaid listings include zvents.com, foodio54.com, gatheringguide.com, googlemaps.com, superpages.com, hereschicago.com, manta.com, and eventective.com. Banner Ads: Web ads are valuable as they provide a direct link to the Arrowhead website, contact information and/or event registration. Ads have been placed on websites such as napervillechamber.com and wheatonpatch.com. Arrowhead's presence on many of the event websites and directories provide us with direct leads coming straight to us through email. Below is an example of the number of leads that are generated from Eventective, an online planning and booking website for weddings and social events.

	2016	2015
Listing views:		
Number of visitors to our listing	2,710	2,050
Website clicks:		
Number of visitors to our website from Eventective:	680	521
Direct referrals:		
Visitors that contacted Arrowhead Golf Club from listing:	72	48
Mobile Calls: Calls received from mobile devices:	12	11
Competitive leads: Business generated in our area:	597	381

Through YELP.com, Arrowhead received 7,466 user views. 1,553 leads from users that either clicked through to the website, retrieved directions to the facility or placed a call to Arrowhead. Over half of all users came from mobile devices. This was slightly down but the number of reviews that guests posted increased. Below is an example of a few of those reviews:

From Naperville:
Arrowhead is probably the place we visit the most during the summer months. We love outdoor eating and their patio is just simply the best with a gently breeze when it's too hot elsewhere and of course a beautiful view of their wonderful golf course.
Anyway we just love it there!

From Downers Grove:
Yes, It is still a 5 star experience. This summer I found it necessary to make arrangements for a Bridal Shower, long before the date. Since I was familiar with the facility I knew exactly what room I wanted and menu selection. Everything was handled by phone so I had no worries as the date approached. When setting up, you can get into the room one hour before scheduled start time. Our server, Jean, was absolutely wonderful. Food presentation was most appetizing and food was delicious. I had a selection of cupcakes and they even made identification cards for each variety. On a beautiful, late summer afternoon, we were able to go out onto the balcony area off of the room. It was a wonderful way to end the shower. Everyone left happy and with a full tummy

E-mail Marketing

Eblasts continue to prove very valuable. They are scheduled on a monthly basis to our subscribers and provide a link to the website which includes registration or direct contact information. A total of 46 eblasts were distributed to our database with an open rate of 26%. New in 2016 was the addition of Eventbrite.com for event registration. Eventbrite's platform is very user-friendly as registration links can be placed directly from our website, eblasts and social media posts. It also provides guest lists that include email addresses that can be added to our database.

Social Media

Arrowhead currently has 2,200 followers on Facebook. Facebook is utilized to promote restaurant specials, weddings & social events and general facility announcements. In addition, we were able to boost specific posts at a minimal cost to increase the number of people that the message will reach. Other social media platforms include Twitter and Pinterest. In 2017, Arrowhead will be exploring the idea of offering custom snapchat filters for an upcharge to wedding parties.

On-site marketing

Up-to-date signage is displayed and rotated on a regular basis. This includes banners at the entrance off of Butterfield Road, metal frames at the pro shop and restaurant entrances as well as signage inside the facility and table tents on the restaurant tables and bar area. New easel posters are utilized to promote upcoming specials and events and are changed out on a regular basis. In addition, bounce-back coupons and incentives are passed out to cross country skiers, golf league participants, permanent tee players and seniors and restaurant patrons.

School/Community Outreach

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

Product

Arrowhead Restaurant and Bar presents a lunch and dinner menu offering a wide range of favorites like burgers, sandwiches, homemade soups and entrees. The menu is refreshed twice a year in the spring and fall/winter which includes seasonal favorites. In 2016, the weekly special menu was updated with new entrée items and a slight increase in cost. The \$6 Monday burger night is still one of the most popular.

To accompany the unique menu offerings, Arrowhead offers a vast selection of wines and craft beer specials. Happy Hour specials ran from January through March. Lunch is served daily from 11am to 4pm and dinner from 4pm to 9:30pm on weekdays and 10:30pm on weekends. An Al-a-carte breakfast menu is available on Saturdays and Sundays from May through October.

Price

The menu is priced in line with other competing restaurants. Appetizers or starters range from \$9 to \$13, sandwiches from \$10 to \$15 and entrees \$16 to \$26. Beers range from \$4 to \$12, wine by the glass from \$8 to \$12 and well alcohol drinks are \$5.50.

Place (location)

Arrowhead is located in south Wheaton and within the boundaries of DuPage County. It is close to Danada Square East and West and Town Square shopping centers and in close proximity to the I-88 corridor.

Promotion

Arrowhead Restaurant and Bar has implemented many successful promotions and special menus for various holi-

days. These include:

- Happy Hour Specials (January – March)
- Lucky Lunch Box Giveaway (January – March)
- Straight from the Tap (January)
- Superbowl Sunday (February)
- Scotch/Whiskey Dinner (February)
- Mardi Gras (March)
- St. Patrick's Day (March)
- Easter Brunch (April)
- Mother's Day Brunch (May)
- Father's Day Buffet (June)
- NFL Sunday Specials (September – January)
- Oktoberfest (September)
- Thanksgiving Dinner (November)
- Ugly Sweater Night (December)
- New Year's Eve Dinner
- Weekly Specials, like Fish Fry Fridays, Kids Eat Free on Wednesdays

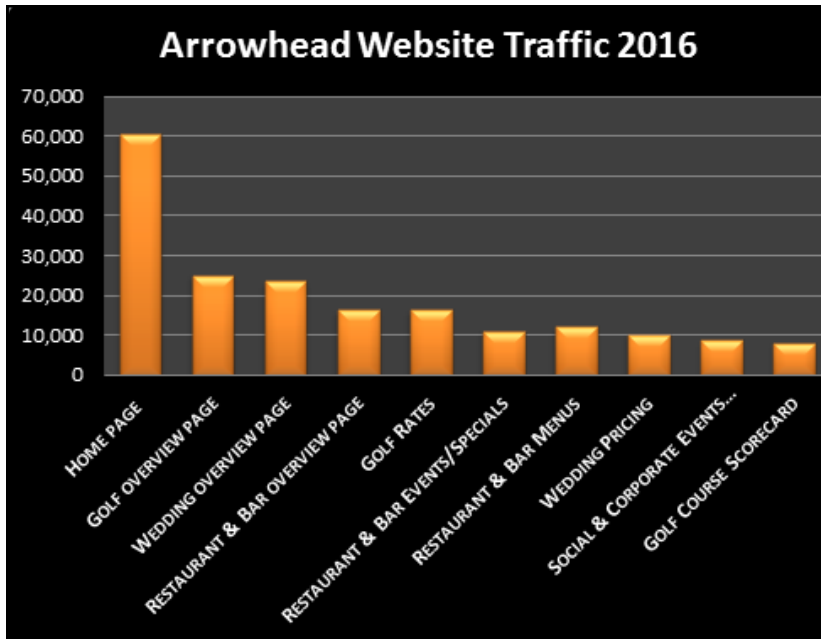
Website

Website Traffic & Statistics

In 2016, Arrowheadgolfclub.org had more than 266,826 page views. The following is a recap showing the pages most viewed on the site. 68% were viewed from a desktop computer, 18% from a mobile phone and 14% from a tablet.

- Arrowhead homepage: 60,705 page views
- Golf overview page: 24,919
- Wedding home page: 23,543
- Golf Pricing: 16,265
- Menus: 12,157
- Events and specials: 11,062
- Wedding pricing page: 10,141
- Social and corporate events: 8,761
- Golf Scorecard: 8,119
- NEW touch screen displayed at the restaurant entrance had more than 200, through their interaction with the screen, clicked through to the Arrowhead website.

MARKETING OVERVIEW



Online 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 2016, we saw a slight increase in event inquiries through the Arrowhead website from 2015.

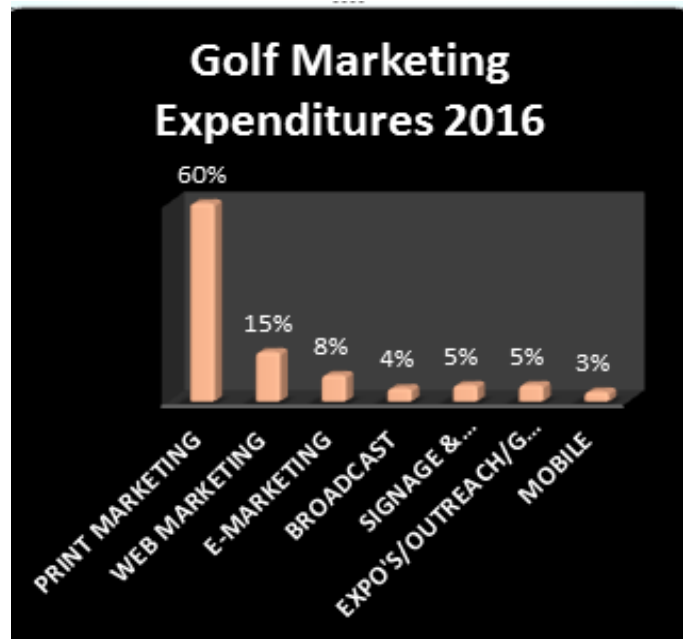
Mobile Text Campaign

In 2016, we adjusted the incentive for the mobile text campaign to be more in-line with other competing restaurants. Now, when a patron signs up to be a mobile subscriber, they automatically receive a free appetizer. In the past, they were only 1 in 10 that received a free appetizer.

In 2016, we distributed a total of 18 mobile text campaigns have recruited a total of 726 subscribed customers. These campaigns included offerings for restaurant such as half-price appetizers during Blackhawks games, Free Appetizer with purchase of 2 entrees, \$5.00 off a purchase of \$25 or more, \$10.00 off a purchase of \$50.00 or more, free dessert with the purchase of two entrees, general event announcements.

Marketing Concentration

The chart shown indicates our marketing expenditures for 2016 in relation to print, web, email marketing 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.



ARROWHEAD GIVES BACK



With some fun Hawaiian flair, incredible food and drink from talented chefs and the generous support of sponsors and more than 500 guests, Northeastern Illinois Area Agency on Aging came together for the 25th time with the goal of supporting at risk seniors. The celebration November 6, 2016 was the silver anniversary of Celebrity Chefs Brunch and recognized just how far the Holiday Meals on Wheels program has come. Since its inception, this program has provided more than 440,000 meals to at-risk seniors.



Holiday Meals on Wheels supplies meals to older adults in need during the Holidays. Meals on Wheels is not funded during the holidays due in part to the state budget condition so this groups rallies to raise the funds needed to feed people in need. This year's fundraiser is especially critical as we strive to keep seniors safe in their homes assured of at least one nutritious meal a day, every day. A record \$123,000 was raised in 2016 to provide our at-risk seniors with the most basic of needs – one nutritious meal a day, every day.

Chef Alan and his team prepared and served:



Herb Roasted Pork Loin
Caramelized Apple Brandy Sauce
Brabant Potatoes

ARROWHEAD GIVES BACK

Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated gift certificates in 2016 to many local causes, most of whom are listed below:

Addison Park District	Influencing Youth Scholarships & Charity	Sandburg Elementary
Bartlett Park District	Inspire Dreams	Schaumburg Park Foundation
Becky's Warriors	IPRA Joint Section	Sharing Connections
Benedictine University	IRWA Chapter 10	SIU Outing
Bloomington/Roselle Rotary	John Barton Memorial	Spectrios
BOMA/Suburban Chicago	Kane County Chiefs	St Francis HS
Bombshell Bullies	Kiwanis	St Joan of Arc
BR Ryall YMCA	Knights of Columbus	St. Francis Xavier
Bridge Communities	Kristine Rogers Benefit	St. James the Apostle School
Carol Stream Baseball/Softball Assoc	La Sorella-Ovarian Cancer Research Fund	St. John the Baptist School
Carol Stream Rotary	Lee Wulff Chapter	St. Michael School
CASA of Dupage	Leisure Center Holiday Gala	St. Michaels Blue and Gold Gala
CHAD	Lincoln Elementary PTA	St. Michaels Trivia Night
Churchill School	Lincoln Elementary PTA for Feb Fund	Synapse House
Clare Woods Academy	Lions Club	Teen Parent Connection
Connection of Friends	Lisle Area Chamber	The H Foundation
Deerfield Park District	Lockport Township Park District	The Student Excellence Found
Dekalb Park District	Lorretto	Turning Pointe for Autism
Dundee Township Park District	Lowell Elementary Special Ed Fund	VFW Naperville
Dupage County 4H Foundation	Madison Elementary	Warren's Ale House for Toys for Tots
Dupage County Farm Bureau	Marianjoy Foundation	Washington School PTA
Dupage Foundation	Marklund Home	Waukegan Park District
Dupage PADS	Marriott Chicago Naperville	WDSRA Black and Red Bash
Edwards Hospital Foundation	MDA	WDSRA Charlie Long Outing
Electric Association	Melanoma Research Foundation	We Grow Dreams
Elmhurst Parks Foundation	Metropolitan Family Services	West Chicago Park District
Family Shelter Service	Midwest Shelter for Homeless Veterans	West Suburban Community Pantry
Foundation Wealth Strat Womans Symp	Monroe Middle School PTA	Wheaton Chamber of Commerce
Frankfort Park District Foundation	Naperville Area Humane Society	Wheaton Junior Womans Club
Franklin Middle School	Natural Resources Comm of Geneva	Wheaton Municipal Band
Gary Methodist Church	Neighborhood Food Pantries	Wheaton North
Geneva Park Foundation	Northbrook Park District	Wheaton Warrenville South HS bands
Glen Ellyn Rotary	Northern Illinois Food Bank	Wheaton Warrenville South HS Orchestra
Glenbard East Rams Booster	Pleasant Hill Elementary	Wiesbrook Elementary (Fun Fair)
Glenview Park District	PPFC Fitmas Promotion	Willowbrook Wildlife Center
Hanover Park Park Foundation	Rally for the Cure	On Par Golf Outing
Hoffman Estates Park District	Retts Syndrome	Winfield Park District
Hyatt Place	Rock Bottom	DuPage Hist. Museum Casino Night
IAPD Legislative Golf Outing	Rotary Club of Highland Park	Cosley Foundation Golf Outing
Immanuel Food Pantry	Rotary of Schaumburg/Hoffman Estates	Cosley Foundation Uncorked
		DuPage Hist Museum Hope and History

ARROWHEAD GIVES BACK TO THE COMMUNITY

Arrowhead Golf Club had the ability to donate both time and space to the Wheaton Park District and its' affiliates. The following chart gives insight to the groups that benefited from the golf club in 2016.

Breakdown of Space Donated to WPD and Affiliates 2016	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>	\$17,775	\$5,333
COMMUNITY <i>Space given to groups such as WWSHS or Chamber.</i>	\$5,000	\$400
RECREATION <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	\$15,152	\$1,061
Total Donation from Arrowhead Golf Club	\$37,927	\$6,794

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.

2016 DISCOUNT/DONATION GIVEN <i>Represents the retail value of the event less the cost to the group.</i>	
ADMINISTRATION <i>Includes Wheaton Park District Appreciation Mixer, Leisure Center, and other use of space by Wheaton Park District</i>	\$55,035
COMMUNITY <i>Includes Wheaton Park District affiliates such as Wheaton Chamber, WWSHS, WDSRA, People's Resource Center</i>	\$12,776
COSLEY FOUNDATION <i>Includes events such as the Cosley Golf Outing, Paws for Breakfast, and other special meetings and events.</i>	\$25,514
RECREATION <i>Wheaton Rams Dinner Dance, Holiday Party and other special events.</i>	\$13,439
Total Donation from Arrowhead Golf Center	\$96,764

Wheaton High Schools

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



High School Golf	WWSHS	WNHS	TOTAL
Rounds	436	400	836
Green Fees	\$7,194	\$6,600	\$13,794
Range Balls	\$2,180	\$2,000	\$4,180
Total	\$9,374	\$8,600	\$17,974



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. The chart below represents the total wages paid to Arrowhead Golf Club employees who reside in Wheaton.

Area of Employment	Total 2016 Wages, by Area, to Wheaton Residents
Administrative	\$ 251,078
Golf Maintenance	\$ 136,559
Golf (Pro Shop, Ranger, Starter)	\$ 36,502
Kitchen	\$ 121,164
Restaurant	\$ 221,550
Beverage Cart	\$ 11,054
Banquet	\$ 73,940
Custodian	\$ 16,778
TOTAL	\$ 968,625

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 423 PAWS breakfasts were served in 2016.

Cosley Classic Golf Outing 2016 and its 155 golfers, sponsors silent auction, gimmick holes, raffle and mulligans raised more than \$30,759 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.

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

ARROWHEAD GIVES BACK—2016 TOTAL VALUE

Donated Meeting Space	\$ 37,927
Discounts to WPD and Affiliates (Cosley shown separately)	\$ 81,250
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$17,974
Cosley Foundation Fund Raising	\$25,514
Employment	\$968,625
TOTAL Value Arrowhead Gives Back	\$1,131,290

Banquets and Events

Office Personnel

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

Service, Bartender & Housemen Staff

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

Restaurant Front House

- ◇ Each department continues implementation of their training upon hiring. The manuals follow detailed parameters of jobs and detailed steps of service by position. These were augmented with informational appendices with narrative, charts, pictures, etc. to aid each employee in their understanding of the job.
- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irrate customers (5.) Workplace violence
- ◇ Training outlines were created to detail the objectives of each stage of training by shift. Daily quizzes as well as a comprehensive final exam are part of the training regimen.
- ◇ All new hires receive an orientation regarding Wheaton Park District and general Arrowhead policies.
- ◇ Pre-shift meetings are held with staff daily. Sanitation, policies, procedures, and areas that need improvement are discussed.
- ◇ Daily pre-shift meetings are held to review issues of the day such as safety, Wheaton Park District events and promotions at Arrowhead.
- ◇ Management participates in weekly meetings to review procedures and policies of the department and sales initiatives.
- ◇ Trainings are also held to test and train on new food and beverage items throughout the year.

Restaurant Kitchen Training

- ◇ Training in the kitchen is an ongoing, daily process.
- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irrate customers (5.) Workplace violence
- ◇ Kitchen pre-shift meetings are held with staff daily. Sanitation, policies, procedures, and areas that need improvement are discussed.
- ◇ New methods and techniques are explained and demonstrated to staff.
- ◇ Specials and/or new menu item cooking procedures are demonstrated to all kitchen staff.
- ◇ Specials are discussed and tasted with both service staff and kitchen prior to service.
- ◇ Daily check of product by culinary management assures quality and determines areas that require additional training.
- ◇ Cross-training kitchen staff at different stations allows for flexibility in scheduling.
- ◇ Trained staff and implemented new station quality line check forms
- ◇ Trained staff and implemented new opening, closing and temperature checklists
- ◇ Annual group training: harassment, kitchen safety, food safety and storage.



TRAINING

Golf

In-service training has always been an important part of what we do at Arrowhead. In 2016, staff ensured that 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

2016 YEAR-TO-YEAR COMPARISON

	2016	2015	2014	2013	Average
Administration					
Revenue	40,540	11,164	42,432	14,159	27,074
Expense	(969,811)	(940,075)	(835,306)	(836,122)	(895,329)
Net	(929,271)	(928,911)	(792,874)	(821,964)	(868,255)
Parks Maintenance					
Expense	(12,492)	(32,333)	(23,110)	(26,331)	(23,567)
Net	(12,492)	(32,333)	(23,110)	(26,331)	(23,567)
Pro Shop & Golf Fees					
Revenue	2,236,854	2,276,995	2,203,872	2,260,797	2,244,630
Expense	(652,881)	(651,141)	(664,459)	(666,548)	(659,399)
Net	1,583,973	1,625,854	1,539,412	1,594,249	1,585,231
Golf Maintenance					
Revenue	6,000	12,869	175,000	0	64,623
Expense	(1,001,980)	(928,337)	(903,339)	(943,645)	(944,325)
Net	(995,980)	(915,468)	(728,339)	(943,645)	(895,858)
Food & Beverage					
Revenue	5,426,437	5,331,871	5,371,765	5,093,972	5,306,011
Expense	(4,352,487)	(4,243,681)	(4,203,728)	(3,916,612)	(4,184,127)
Net	1,073,949	1,088,191	1,168,037	1,177,359	1,121,884
Cross Country Ski					
Revenue	2,877	7,543	26,314	3,873	10,152
Expense	(1,006)	(8,228)	(8,440)	(6,819)	(6,123)
Net	1,871	(685)	17,393	2,946	4,029
ALL					
Revenues	7,712,708	7,640,445	7,819,383	7,372,801	7,636,336
Expenses	(6,990,657)	(6,806,362)	(6,638,382)	(6,396,077)	(6,707,870)
Net	722,050	834,083	1,181,001	976,722	928,4646

Figures for 2016 above include Period 13 entries but do not include capital expenditures, all depreciation, Taxes and principal and interest in the administrative department.

FINANCIAL REPORT ARROWHEAD GOLF CLUB

MONTHLY REVENUE/EXPENSE 2016

	01-Jan	02-Feb	03-Mar	04-Apr	05-May	06-Jun	07-Jul	08-Aug	09-Sep	10-Oct	11-Nov	12-Dec	Grand Total
000-Administration													
4-Revenues	2,851	576	4,000	6,324	886	880	5,109	10,548	1,058	2,245	709	5,354	40,540
5-Expenses	(51,787)	(59,507)	(104,221)	(85,741)	(59,873)	(110,332)	(73,270)	(58,550)	(122,045)	(68,303)	(78,138)	(98,044)	(969,811)
000-Administration Total	(48,936)	(58,931)	(100,221)	(79,417)	(58,987)	(109,452)	(68,161)	(48,002)	(120,986)	(66,058)	(77,429)	(92,690)	(929,271)
101-Parks Maintenance													
5-Expenses	(1,143)	(1,088)	(1,813)	(1,633)	(1,088)	(8,018)	(1,096)	(1,099)	(2,403)	(1,115)	(1,809)	9,104	(12,492)
101-Parks Maintenance Total	(1,143)	(1,088)	(1,813)	(1,633)	(1,088)	(8,018)	(1,096)	(1,099)	(2,403)	(1,115)	(1,809)	9,104	(12,492)
601-Golf Maintenance													
4-Revenues												6,000	6,000
5-Expenses	(13,313)	(52,804)	(89,371)	(90,248)	(85,053)	(114,235)	(131,492)	(77,321)	(117,775)	(54,247)	(67,528)	(86,592)	(1,001,980)
601-Golf Maintenance Total	(13,313)	(52,804)	(89,371)	(90,248)	(85,053)	(114,235)	(131,492)	(77,321)	(117,775)	(54,247)	(67,528)	(80,592)	(995,980)
611-Pro Shop/Golf Fees													
4-Revenues	7,716	52,338	197,462	224,007	235,004	297,235	341,713	307,263	277,936	205,865	65,716	24,599	2,236,854
5-Expenses	(23,187)	(3,591)	(57,871)	(64,511)	(36,112)	(124,508)	(48,848)	(70,062)	(98,149)	(48,254)	42,910	(34,877)	(652,881)
611-Pro Shop/Golf Fees Total	(15,471)	48,747	139,591	159,496	198,892	172,727	292,865	237,201	179,787	157,612	22,806	(19,698)	1,583,973
612-Food and Beverage													
4-Revenues	232,915	271,250	337,651	363,895	524,498	612,581	582,126	580,083	609,706	481,303	398,787	431,640	5,426,437
5-Expenses	(199,318)	(233,036)	(305,640)	(398,171)	(336,991)	(466,831)	(387,552)	(396,856)	(512,043)	(364,464)	(341,318)	(419,268)	(4,352,487)
612-Food and Beverage Total	33,597	38,214	32,011	(25,276)	187,508	145,750	194,574	183,227	97,663	116,839	57,468	(12,372)	1,073,949
613-Cross Country Skiing													
4-Revenues											2,877		2,877
5-Expenses	(10)	(10)	(8)	(11)	0	(4)	(11)	(8)	(20)	(22)	(21)	(881)	(1,066)
613-Cross Country Skiing Total	(10)	(10)	(8)	(11)	0	(4)	(11)	(8)	(20)	(22)	(21)	1,996	1,871
Grand Total	(77,276)	(36,873)	(19,811)	(37,089)	241,271	76,767	286,679	293,998	36,265	143,024	(65,819)	(160,086)	722,050

2016



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