



GOLF CLUB
RESTAURANT & BAR
WEDDING AND SOCIAL EVENTS

2017



Arrowhead
GOLF CLUB



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Executive Summary:

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

Staff is dedicated in maintaining the facility at a level that "wows" guests. Guests will find staff attentive in updating offerings, refreshing older events and developing new opportunities for people to enjoy everything Arrowhead has to offer. The 2017 addition of a new seating area outside the pro shop provides golfers and non-golfers alike, an additional area to spend time outdoors while enjoying a beverage and/or time with friends. This new space also provides an opportunity for private rental as well. The project was completed entirely by Arrowhead's talented Grounds Maintenance Team and highlights the dedication to excellence and fiscal responsibility shared by the entire staff at Arrowhead.

Arrowhead Restaurant offers seasonal menu entrée choices in addition to its regular menu choices. Craft beer and wine options from near and far ensure guests enjoy returning time and time again. Live Music on first Friday nights each month, Kids Eat Free every Wednesday, scratch-made menu presentations for Mardi Gras, Oktoberfest, Cinco de Mayo, St. Paddy's Day, and bi-weekly Menu Specials are among many avenues Arrowhead staff invites new guests and welcomes the return of their regular guests.

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

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



ARROWHEAD GOLF CLUB



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

Projects continued in Spring 2017 with replacement of carpet in most public areas of the clubhouse and the addition of a new patio area outside the pro shop in the summer. The new carpeting maintains a similar color palate and while the replacement is not a glaring change, it maintains the first class appearance of the facility. The new patio filled a need expressed by numerous people for a casual outdoor space to enjoy time with friends after a round of golf. It also serves as a location for gathering before golf outings and gives another place that can be available for rental.

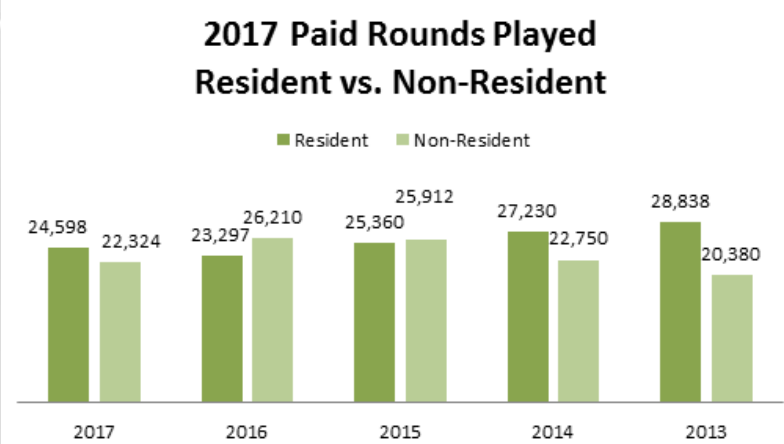
The community has been a strong supporter in the success of Arrowhead Golf Club as it has become a place where neighbors meet and families gather to celebrate weddings and special occasions.



ANNUAL PAID GOLF ROUNDS

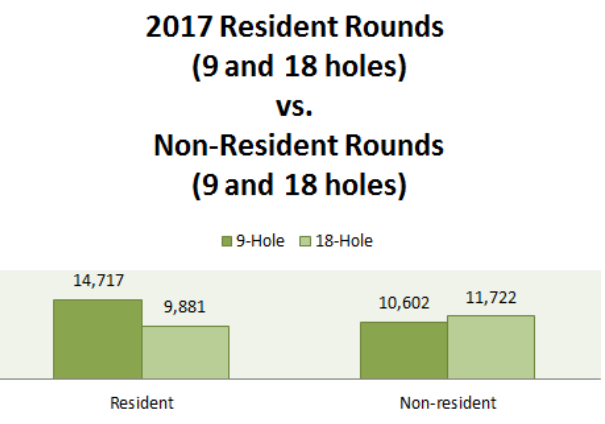
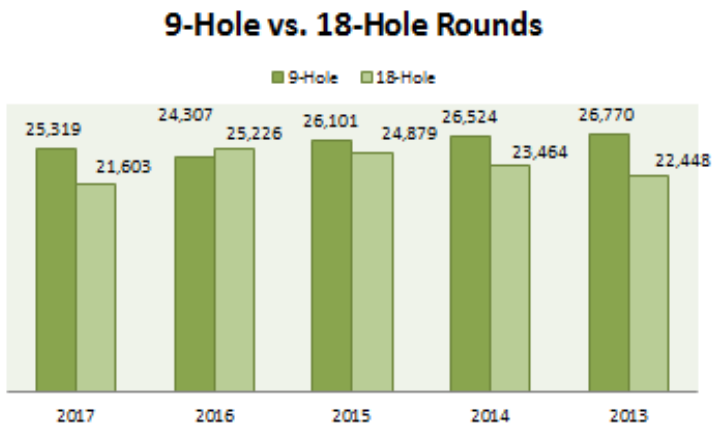
- ✓ Once again, resident rounds made up the majority of our play in 2017 after a couple of years of non-resident rounds leading the way. The decrease in non-resident play can be attributable to the cancellation of the Costco promotion after statistics revealed that discounted rounds were taking away from full-priced, popular weekend and holiday tee times.
- ✓ Non-resident participation in league play and permanent tee times increased although 75% of these players are still residents.
- ✓ The majority of open tee times are played by non-residents.

Resident 52.4%
 Non-Resident 47.6%



Annual Paid Rounds	2017	2016	2015	2014	2013
Paid Rounds	46,922	49,533	50,980	49,988	49,327
Change from Previous Year	-5.2%*	-2.8%	2%	1.3%	-5.5%

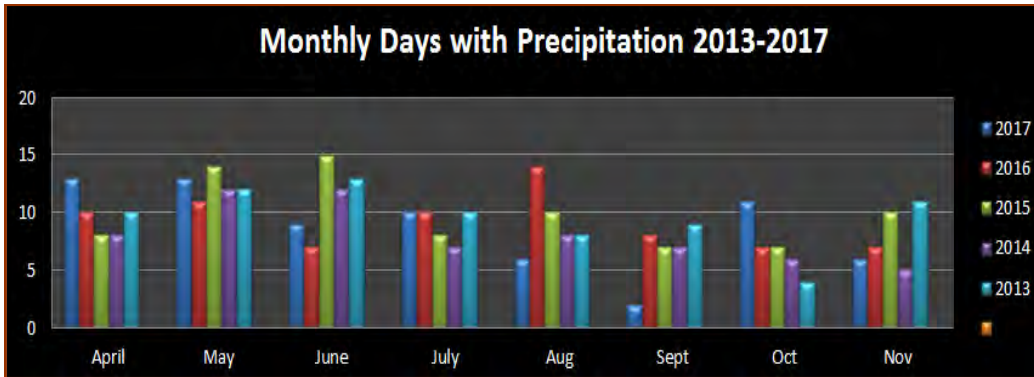
*Decrease in overall 2017 annual paid rounds was the direct result of a record setting, rain filled spring and fall. April 2017 rounds were down more than 2,000 as April 2017 proved to be the ninth wettest April on record. The vast majority of lost rounds were recorded in October and November 2017 when the second wettest October on record caused the course to close for 8 consecutive days. After November 3, only one day's sales brought more than 50 golf rounds. The course officially closed November 22, 2017,



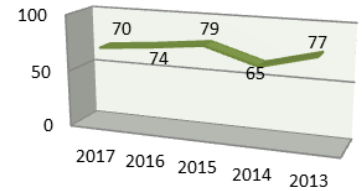
Discontinuing the Costco promotion accounted for the loss of almost 4,300 18-hole rounds in 2017. This affected the 18-hole round totals as well as the non-resident and overall totals. However, making prime spots available for higher fee players helped revenues to rise slightly over last year.

METEOROLOGICAL CONDITIONS 2017

(.04" or more)



Total Days Precipitation 2013-2017



Arrowhead golf course averaged 73 days of meaningful precipitation over the past five years (2013-2017).

Days Closed Due to Weather:

Days where the course was closed (less than 37 rounds played, as defined by the National Golf Foundation) were up significantly in 2017. There were six such days in 2017 during the prime months of May through September as compared to the five year average of three. This may not appear significant initially but accounts for roughly 1,000 lost rounds and more than \$30,000 in lost revenue.

Meteorological Conditions for 2017:

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:** Less than .5 inches of snow fell during the entire month: the lowest total in 117 years.
- February:** Temperatures averaged almost 10 degrees above normal as the month finished as the third warmest February on record and a six day stretch of temperatures of 60 degrees or above set a record for the month.
- March:** Eleven sunless days during the month was the second highest total on record.
- April:** The seventh warmest and ninth wettest April on record with over six inches of rain falling the last four days.
- May:** Rain fell on 15 of the 31 days during the month.
- June:** A very warm month registering as one of the warmest 12 percent on records.
- July:** The sixth wettest July on record with rain impacting play on 10 days..
- August:** The coolest August since 2009 and less than half the normal precipitation: a very nice month of golf.
- September:** Longest late season heat wave in history with seven consecutive days of high temperatures at or above 92 degrees. It was also the fourth driest Septembers on record.
- October:** Second wettest on record with three times the normal amount of precipitation. Estimates for our immediate area put the totals even higher at four to six times normal. The single largest October rainfall event on record occurred on the 14th and 15th with approximately 9 inches falling causing the course to close for 8 days.
- November:** Only two of the first 21 days saw temperatures reach the average high for the day. After November 3, only one day saw rounds of 50 or more. The course closed officially November 22.
- December:** A warm start gave way to bitter cold as temperatures averaged below normal with less than half the usual snowfall.

For the first time ever in Chicago weather history, there were no snowfalls of one inch or more during all of January and February.

The first four months of 2017 all averaged above normal temperatures.

Meteorological spring (March, April, May) saw rainfall totals significantly above average with an excess of over 4 inches (43%) falling during the time period.

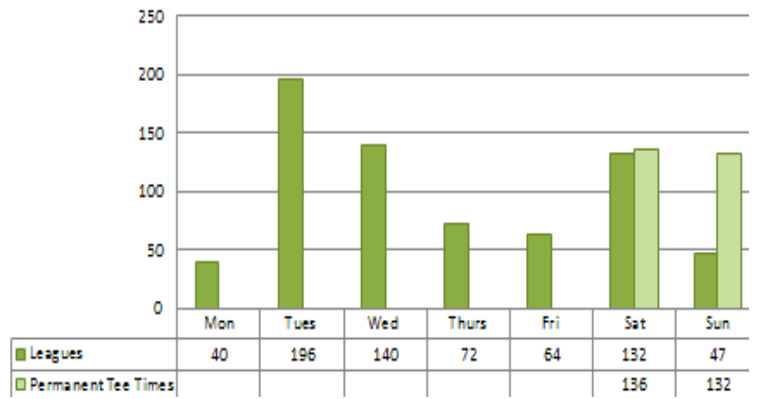
WEEKLY GROUPS

✓ There are 10 leagues that play weekday mornings versus 9 leagues played in 2016. A new senior group plays Monday mornings and are an offshoot of the regular Wednesday group looking to increase fun and comradery amongst participants.

✓ There are 8 leagues that play weekday afternoons.

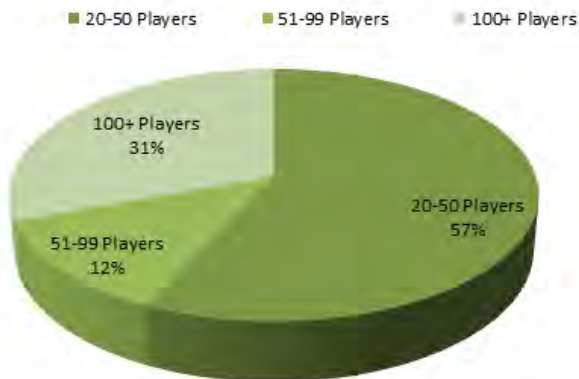
✓ The Couples League plays Saturday afternoons and had 66 couples participate in 2017 versus 59 couples in 2016. The majority are Wheaton residents but the number of non-residents continues to grow as more learn about the group.

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



GOLF OUTINGS

Number of Golf Outings 2017



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

✓ Arrowhead hosted 72 golf outings in 2017 versus 74 outings in 2016. Forty one of these had fewer than forty players with many of these being less formal events in the restaurant. Nine were mid-sized groups of 40-100 players and **22 were large groups of over 100** versus 19 large groups in 2016. All of the mid and large sized groups had food and beverage packages booked through the banquet and events department.

✓ Of the 22 large groups, 13 were fundraisers and 9 were corporate or association events. Five of these groups were new to Arrowhead in 2017.

GOLF LESSONS

Golf Lesson Hours 2017



The Adult Group lesson program was modified to allow time on the course during the last session, but emphasized more targeted instruction over a shorter period of time to fit better with busy schedules.

548.5 golf lesson hours were taught in 2017.

This total includes 252 hours of instruction available to participants in the PGA Junior Golf League.

PGA JUNIOR GOLF LEAGUE



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 Junior League continued to see strong participation with 47 juniors participating in the program in 2017. Each child had access to individual instruction, three team practices and an exhibition match on top of regular competitions. Each team is captained by a PGA Professional who mentors the juniors throughout the course of the season. An All-Star team was created at the end of the season to compete against neighboring leagues for the chance to advance to the National Championship. The 2017 All-Star team advanced through the first round of playoffs. Arrowhead's professional staff hosted an end of season barbeque that included hot dogs, chips and cookies on the new patio and a three-hole miniature golf course on the putting green.

MERCHANDISE SALES

	2017 Gross Sales	2016 Gross Sales	2017 Profit Margin	2016 Profit Margin	2017 Profit Dollars	2016 Profit Dollars
Hard Goods	\$6,246	\$12,603	43.8%	33%	\$2,736	\$4,107
Golf Balls	\$57,927	\$52,190	31.1%	25%	\$18,007	\$12,862
Soft Goods	\$76,977	\$82,072	43.6%	42%	\$33,537	\$34,390
Total Sales	\$141,150	\$146,865	38.5%	36%	\$54,280*	\$51,359*

√ Soft goods consist of wearables while hard goods are equipment.

*Not included above is an additional \$33,588 received as part of the lease agreement with Pelican Golf.



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” - More than 60 women joined the golf staff February 27 for this annual event intended to bring ladies to the course and get them excited for the upcoming season. The evening included a chocolate tasting and seminar, complimentary wine, exercise tips from staff at Parks Plus Fitness, Q&A with the golf pros and a number of raffle prizes.

Men’s Night Out—March 6th, 25 men came out for the inaugural men’s event loosely modeled after the traditional women’s night. The evening featured beer tasting from Revolution Brewing and a short presentation on World of Beer, a lawn care seminar and Q&A with Justin Kirtland, Superintendent of Grounds, and a presentation on the proposed rule changes announced by USGA.

Antlers Club—This group was formed to reward our most loyal event participants with an extra level of competition and fun. A season-long putting contest along with a number of Par 3 tournaments let members compete for prizes and socialize with other avid players. The only requirement for membership was participation in at least three of our special events from the year before.

Demo Day—The largest Demo Day ever held at Arrowhead took place April 15th in conjunction with Arrowhead partners from Pelican Golf. More than 250 attended the event to test and see equipment from Titleist, Wilson, Callaway, Taylor Made, Ping, Cobra, Mizuno, Odyssey, Srixon and Adidas. Revolution Brewing was again on-site with four of their products and clinics were hosted every hour by the professional staff.

Kickoff Classic—A new format for this event allowed two person teams to compete in a fun “shamble” event at 50% of their full handicap the week before our permanent tee time season kicked off. Thirty six players took part in 2017, the largest turn out in eight years.

Club Championship—This is a 36-hole event played over two days the weekend after Labor Day. This year, 39 participants took part as champions were crowned in gross and net division in regular and senior age brackets.

Three Person Scramble—This event has become Arrowhead’s most popular event and pits three person teams against each other in a handicapped event that allows everyone to be competitive. The eighth rendition of the event had to be rescheduled after rain forced cancellation of the original date. Even so, 45 players took part in the tournament.

Brutal Cup—This 27-hole event pitting two randomly drawn teams against each other lived up to the billing this year as cool temperatures and heavy rains forced the cancellation of the tournament. All participants came to the course early and attempted to play through the rain but conditions deteriorated to the point where the only logical place to enjoy the day was at the bar.

CanHead Cup—This Ryder Cup style event consists of a team from Arrowhead competing against a team from Cantigny. Each facility played host to 18-holes with competitors enjoying a meal together after each round. The team from Arrowhead won the cup for the second year in a row and Chef Alan continued to dominate in the food category.



2017 marked the second year of Arrowhead's partnership with Pelican Golf. Pelican Golf leases space from Arrowhead in a once non-revenue producing, underutilized room in the lower level. For years, this area had only been used occasionally to teach golf lessons during the winter months. The partnership between Arrowhead and Pelican Golf brought a new amenity to Arrowhead in the form of a state-of-the-art club fitting service offering technology matching or exceeding that of any other retailer in the area.

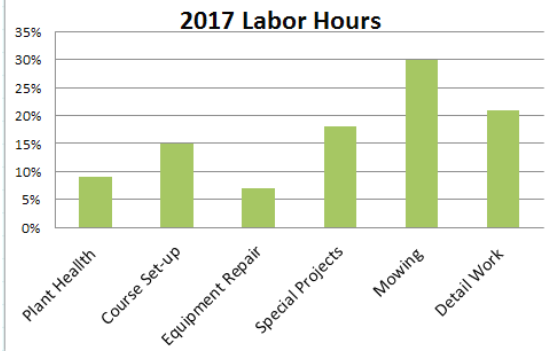
Arrowhead expanded the partnership in 2017 by inviting Pelican Golf to place clubs and shoes in Arrowhead's pro shop, enhancing Pelican's sales opportunities. Displaying an expanded variety of clubs in a portion of the pro shop allowed golfers to see the many brand options available and raised awareness of the variety and quality of hard goods now available at Arrowhead thru Pelican Golf. Pelican Golf's golf shoe display offered an expanded selection to choose from and helped Arrowhead move out of what was once an unprofitable product segment.

A mutually advantageous event came April 15, 2017 when more than 250 members of the general public registered for the largest Demo Day event held at Arrowhead. Representatives from Adidas, Callaway, Cleveland, Cobra, Mizuno, Odyssey, Ping, Srixon, Taylor Made, Titleist and Wilson were on hand to invite guests to test their equipment.

Monthly revenue from this lease agreement includes a small percentage of gross sales brought more than \$33,500 to Arrowhead's 2017 golf revenue.

Arrowhead golf staff look forward to continuing this partnership in the future thereby offering guests one of the best municipal golf experiences in the western suburbs and beyond.

GOLF COURSE MAINTENANCE



	Golf Maintenance Overtime
2017	\$4,840
2016	\$7,298
2015	\$5,304
2014	\$5,728
2013	\$5,913

	Chemicals and Fertilizers
2017	\$161,713
2016	\$151,269
2015	\$143,204
2014	\$147,203
2013	\$140,460

- ✓ 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, like the two flood events we had this year, and special projects such as the new patio, make it difficult to avoid, but minimizing the impact on the bottom line is always a priority.

PROJECTS

Arrowhead was once again named “**Best in the West**” in the West Suburban Living magazine reader’s choice poll. Being recognized as the favorite public golf course in the western suburbs by the people who play golf is a testament to the quality of the course and service that is provided by all levels of staff and is something staff is very proud of.


New tee time reservation software was instituted through a partnership with GolfNow. This new system allows golfers to easily make tee time on-line or using an App and lets us adjust prices on the fly to maximize utilization during slower times.

A new fleet of **Yamaha golf cars** delivered in December will be available for use as the course opens for the 2018 season. Product research started early in 2017 and ended with the purchase of cars that will feature significant upgrades from previous models. These include cosmetic features such as hubcaps and a new color, player comfort items such as USB ports, club covers, quieter engines and new GPS units and mechanical upgrades including fuel injection and independent suspension.

Sports

BEST AREA GOLF COURSE

Best: Arrowhead Golf Club in Wheaton
2nd: Carligny Golf in Wheaton
3rd: Cog Hill Golf & Country Club in Lemont
Other Favorites: Butler National Golf Club in Oak Brook; Seven Bridges Golf Club in Woodridge; St. Andrews Golf & Country Club in West Chicago; Top Golf in Naperville and Wood Dale; Village Links in Glen Ellyn; Willow Crest Golf Club in Oak Brook; and Zigfield Troy Golf in Woodridge



Best Area Golf Course: Arrowhead Golf Club

BEST GOLF DRIVING RANGE

Best: Zigfield Troy Golf in Woodridge
2nd: TIE: Oak Brook Golf Club; and Top Golf in Naperville and Wood Dale
3rd: St. Andrews Golf & Country Club in West Chicago
Other Favorites: Arrowhead Golf Club in Wheaton, Cog Hill Golf & Country Club in Lemont, and 1 inks & Tees in Addison

PROJECTS CONTINUED

The replacement and addition of equipment is essential to our ability to maintain the property and provide our customers with the best possible playing experience. 2017 saw us replace a **pickup truck, a rough mower and two utility vehicles as well as HVAC units** in the maintenance building.

Drainage projects were completed on #1-West and #13, 15 and 16 East course. These projects were completed almost entirely in-house and allowed for substantial improvement to course drainage and playability in these areas.

We continue to address deteriorating **cart path issues** with the inclusion of funds in the annual budget to repair the areas most in need. This project was started in 2014 and will continue until all areas meet the high standards that are expected.

The middle tee on #9 South was rebuilt to address a standing water issue that plagued the area for years. Renovation of the back tee on #9West



started late in the year with the goal of enhancing sightlines and improving playability. An arrangement was made with the DuPage County Forest Preserve to get fill at no charge, **saving us more than \$9,000.**



A **new patio** was built outside the pro shop behind the Halfway House trailer to give customers another outdoor seating option at Arrowhead. The patio was designed and built entirely in-house at a significant savings from the initial estimate received from a contractor. This is an area that will be enjoyed for years to come and will provide another potential rental space for the facility

The entire **banquet hall was repainted** by the building maintenance team with work completed over a period of time so as not to impact events. At the same time, **all public areas of the clubhouse were re-carpeted** with the exception of the pro shop. The installation was coordinated by staff to minimize impact to our guests.

Wood floors were buffed and sealed in the Champions Room, restaurant, and on the banquet dance floor at various times throughout the year. These jobs are done by Arrowhead staff at a significant savings.

A walk-in cooler in the kitchen was shut down for a few days and overhauled. The work included replacing the floor with a **new non-skid surface** as well as installing all new compressors, hinges and gaskets. Again, all work was done in-house.



Golf Course Renovations	2017	2016	2015	2014	2013	TOTAL
Renovation Expenses	\$57,909	\$109,315	\$128,504	\$156,562	\$31,251	\$425,632
Capital Equipment Purchase	\$135,970*	\$120,967	\$103,402	\$213,326	\$45,685	\$962,350

*New golf cart purchase is not included in Capital Equipment Purchase.

GREEN TEAM

Wheaton Park District’s Green Team proudly educates throughout the district and community to preserve the environment through green living.

Working closely with SCARCE (School and Community Assistance for Recycling and Composting), the Green Team anticipates receiving SCARCE’s accredited Water Quality flag through their submission of data regarding continued water savings accomplished in park district water retention and detention areas at Northside Park, Rathje, Elliot Lake, and Arrowhead along with others.



One of the largest land areas within the Park District, Arrowhead has dialed in water savings and gained natural habitats by incorporating more natural landscaping. Although the golfer may see these areas as staff’s challenge to the novice golfer, these areas more than add beauty to the golf course and ultimately create more eco-friendly environments.

In 2016, Arrowhead staff proposed a 26% increase of natural area land acreage to be implemented in 2017 and has recently proposed another 21% increase of natural area from 2017 to 2018. Recent increases in natural area eliminated the need for some irrigation heads all together. In turn, limiting sprinkler head water coverage from 360° to 180° and even 90° has saved pump run time, wear on irrigation pipe and nozzles, labor, and overall water usage. The test plot example of #5 South Blue, White, and Red tee area and surrounding rough area, saved approximately 2,023 gallons every water cycle event. Arrowhead staff and Green Team members will continue making water usage one of its top priorities in conservation.

When planning new landscape areas such as the beautification of the Butterfield Road entrance, the patio outside the pro shop, and driving range, staff and Green Team members chose to support these areas through drip irrigation. Drip irrigation allows water to be applied right into the soil profile versus less efficient methods associated with wind or evapotranspiration. Drip irrigation uses 2 gallons per hour instead of using approximately 1,320 gallons per hour in sprinkling. Wherever applicable, this technology will be used.



Arrowhead staff and Green Team members will continue the use of organic fertilizers on surfaces including fairways and vow to monitor plant nutrition, water efficiency, rooting, and disease and pest suppression as benefits increase even further.

Use of Organic Fertilizer Materials		
	Proposed	Actual
2017	40%	49%
2016	26%	38%



GOLF LABOR COMPARISON

Part-Time Golf Labor Hours 2017



Pro Shop Wage Comparison		
	PT Wages	FT Wages
2017	\$150,352	\$150,206
2016	\$159,566	\$147,602
2015	\$165,466	\$138,167
2014	\$186,865	\$126,400
2013	\$176,797	\$122,321

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.

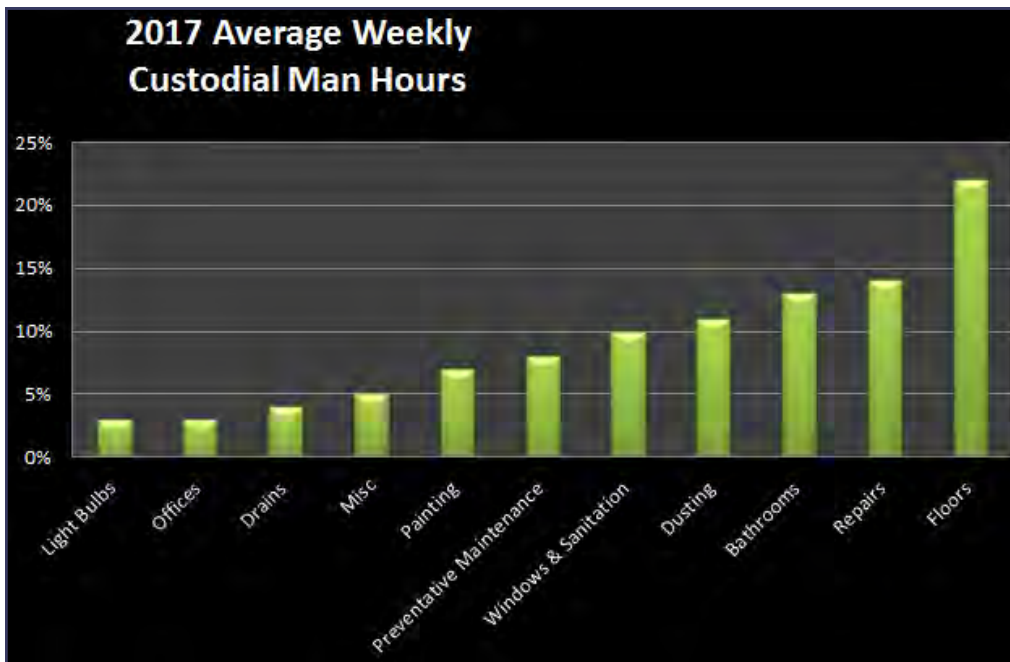
Cart attendants are responsible for keeping a clean supply of carts available for our guests at all times. They pick the driving range, clean range balls and maintain the tee line.

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.

GOLF MARKETING

The 2017 golf season spanned from March through November and hosted thousands of golf rounds, driving range participants and pro shop customers.

Each year, marketing initiatives focus on boasting about our three 9 hole golf course layout, the pristine course conditions, our events and tournaments, pro shop offerings and club fitting and training through Pelican Golf.

We promote through the following print publications and websites:

- Golf Chicago Magazine
- Chicago District Golf Association (CDGA) & cdga.com
- Golf Time Magazine & golftimemagazine.com
- Park District Program Guide
- Arrowheadgolfclub.org
- Golftrips.com
- Golfcourseonline.com
- Golfnow.com
- Discoverdupage.com

Email marketing was promoted through distribution of a monthly eblast throughout the entire year. Facebook and Instagram posts, text messaging, Use of GPS screens and the multi-media screens were utilized to promote tournaments, leagues, lessons, events and special offers.

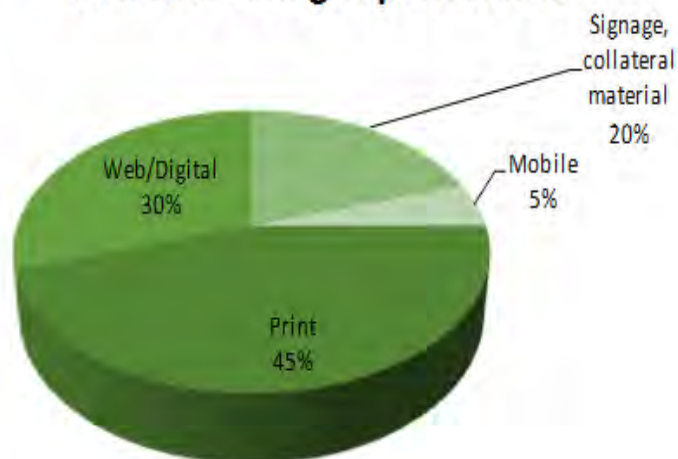
Special offers and incentives included:

- Early spring season \$10 off 18 holes with cart
- Sunday special – children play for \$1 with paying adult
- Senior Special
- Fall Special featuring free riding cart with 9 or 18 hole round

Signage and collateral material included:

- A-frame signage displayed at facility, in the pro shop and near Halfway House trailer
- Road side banners at Butterfield Road entrance
- Table top signage displayed at the pro shop counter
- Atrium banners in the Community Center

Golf Marketing Expenditures



2017 Arrowhead Collage

Golf Marketing

Print & Web Ads

Celebrate **MARDI GRAS**
February 17-28
at
arrowheadgolfclub.org

Arrowhead
golf. restaurant & bar. events.

27 Holes of Golf, Driving Range, & Performance Center | Restaurant & Bar Open for Lunch & Dinner
Putting & Chipping Range | Putting & Chipping Range
Putting & Chipping Range | Putting & Chipping Range

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

St. Patrick's Day Menu
March 11-17

Arrowhead
golf. restaurant & bar. events.

27 Holes of Golf, Driving Range, & Performance Center | Restaurant & Bar Open for Lunch & Dinner
Putting & Chipping Range | Putting & Chipping Range
Putting & Chipping Range | Putting & Chipping Range

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

Arrowhead
GOLF CLUB

27-hole golf course & driving range

- Newly renovated lighted driving range, putting green, and chipping green.
- Lessons and Performance Center
- 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

You're Invited!

DEMO DAY
April 15 | 10A-3P

Arrowhead Golf Club | Pelican Golf Center
26W151 Butterfield Rd., Wheaton

Clinics at 11A, 12P, 1P and 2P
Complimentary beer tasting by Revolution Brewing
Pelican merchandise sale up to 75% off
See new golf skate caddies
Meet and greet with PGA Professionals

First 200 receive a tee gift and entry for two grand prize drawings: custom-fit set of clubs and 50-inch TV. Plus, all attendees have a chance to win more prizes every half-hour.

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

DEMO DAY
April 15 | 10A-3P

Arrowhead Golf Club | Pelican Golf Center
26W151 Butterfield Rd., Wheaton

Merchandise Sale | Raffles
Beer Tasting by Revolution Brewing
Clinics at 11A, 12P, 1P and 2P

arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

We're right in the neighborhood!

Bring in this booklet and present the ad to your server to receive 10% off your bill.*
*Please only request once.

27-hole golf course | Weddings & Events | Restaurant & Bar

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

27-hole golf course & driving range

- 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
- Professional club-fitting onsite by Pelican Golf

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

Arrowhead
GOLF CLUB

27 Holes
Driving Range
Performance Center
Lessons & Leagues
Restaurant & Bar

arrowheadgolfclub.org

Arrowhead
GOLF CLUB

27-hole golf course & driving range

- Newly renovated lighted driving range, putting green, and chipping green.
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- 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

2017 Arrowhead Collage

Golf Marketing

Print & Web Ads

EASTER BRUNCH
April 16 | 9:30A-2:30P

Arrowhead
golf. restaurant & bar. events.

27 Holes of Golf, Driving Range, & Performance Center

Restaurant & Bar Open for Lunch & Dinner

Wedding & Social Events

Parties & Celebrations

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

27 Holes of Championship Golf

- Lighted Driving Range & Pro Shop
- Pelican Golf Performance Center
- Restaurant and Bar Open for Lunch & Dinner
- Event and Meeting Space
- NEW Golf Skate Caddys

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

27-hole golf course & driving range

- 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
- Professional club fitting onsite by Pelican Golf

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

27 HOLES OF CHAMPIONSHIP GOLF

- Lighted Driving Range
- Event and Meeting Space
- Restaurant and Bar with Outdoor Patio
- Pelican Golf Club Fitting Facility

Open to Public
26W151 Butterfield Rd., Wheaton
630.653.5800
arrowheadgolfclub.org

27-HOLE GOLF COURSE

- NEW Golf Skate Caddies for Rent
- Driving Range & Pro Shop
- Restaurant and Bar with Outdoor Patio
- Event and Meeting Space
- Pelican Golf Performance Center

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

2017 Arrowhead Collage

Golf Marketing

Signage



Welcome to Arrowhead Golf Club.

Our 13,000 square feet of space are ready for you and your guests. Taste elegant food. Socialize with excellent service. Enjoy the company of those you appreciate most in a place that appreciates you.



arrowheadgolfclub.org | 630.653.5800
@arrowheadgolfclub @ArrowheadGC



GOLF FEVER LADIES NIGHT



Mark your calendars for a night out with our golf professionals and discover a fun approach to the game. Complimentary wine and chocolate presentation by Le Chocolat in Naperville and raffles.

Monday, February 27 | 7P

F Footjoy will be onsite with their summer line taking pre-season orders.

Call 630.653.5800 for more information.



2017 ARROWHEAD KICKOFF CLASSIC

Saturday, April 22

Eligibility - The tournament is open to the first 72 players who return a completed entry form with payment. Players must have a USGA or CDGA handicap or compete at a 0,0 index.

Format - 18 hole, 2 person shamble at 50% handicap (each player plays at 50% of their handicap).

Prizes and Awards - Winner will be paid out with merchandise only gift cards. Pick up your entry form in the Pro Shop.



Golf | Restaurant & Bar
Weddings | Events

arrowheadgolfclub.org

DEMO DAY

AT ARROWHEAD GOLF CLUB

Saturday, April 15 | 10A-3P

BUTTERFIELD RD. | WHEATON

Pelican Golf Indoor League



Sign up at
630.517.8480

2017 Arrowhead Collage

Golf Marketing

Coupons/Incentives/Promos



Arrowhead
GOLF CLUB

Complimentary Large Bucket of Practice Balls
Redeem coupon in Pro Shop. One per visit.

Expiration: November 2017 Coupon Code: NPC2017

26W151 Butterfield Rd., Wheaton | 630.653.5800



Arrowhead
RESTAURANT & BAR

DEMO DAY SPECIAL

Enjoy \$10 off of \$50
in the Restaurant

Valid on dine-in food, only. Expires 4/22/17

arrowheadgolfclub.org



You're Invited!

DEMO DAY
April 15 | 10A-3P

Arrowhead Golf Club | Pelican Golf Center
26W151 Butterfield Rd., Wheaton

Meet our PGA Professionals



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 begins in late spring with two team practices and ends by the middle of July. In general, there will be one team practice per week. These will usually fall on a weekday evening (Wednesday or Thursday) and will be held at Arrowhead. Team matches are held on Sundays.

Cost \$250 per child

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 a PGA Professional
- Free practice range balls for themselves when wearing their team jersey during PGA Jr. season
- Potential placement on the league All-Star team
- Small bucket of practice range balls all season

Parent Responsibilities:

- Each child must have a set of appropriately sized clubs
- Transportation to and from the course for their child
- Volunteer as a match monitor/scorer at least three times during the season
- A supportive attitude toward all players and coaches

Instructed by Arrowhead Golf Professional
Andrew Ogata, Matt Nations, and Bruce Stoller.

2017 Arrowhead Collage

Golf Marketing

Eblasts & Social Media



Arrowhead Golf Club has two brand new weather simulators and Sunday mornings during Permanent Tee Time season. The Permanent Tee Time Season runs from April through May/August. The permanent season includes 18 weeks of greens fees, refreshments gifts, carts, open registration, and weekly event parties. Openings are limited and availability will vary.

Register soon!
Contact Arrowhead's Assistant Golf Professional, Matthew Nations, with any questions at 630.653.5800 or matt.nations@arrowheadgolf.com.



While you're waiting for Spring, Arrowhead's game simulators and join a Simulation Golf League at Pelican Golf.

Located on the clubhouse's lower level, weekdays and weekend times are available.

Call or email today to book your session (one for two or four players):
630.653.5800
www.arrowheadgolf.com

Right now, 43-70% off specialty items: Cleveland, Titleist, Callaway, TaylorMade, Cobra, Ping, Wilson, and Nike are up to 50% off!

Helpful Links: Home | About Us | Events | Contact Us

- Wheaton
- Park District
- Athletics
- Cosley Zoo
- DuPage
- County
- Historical
- Museum
- Lincoln
- Marsh
- Natural Area
- Parks Plus
- Fitness
- Center
- Play for All, Sensory
- Playground

Arrowhead Golf Club | 26W151
Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
www.arrowheadgolf.com



Weather forecast looks amazing starting Friday, February 17, so we're opening 18-Holes, the Driving Range, and restaurant patio!
18-Holes | \$17.50 to walk or \$25 with cart
18-Holes | \$35 to walk or \$55 with cart

The course will be open for the season weather permitting when temperatures reach +1 degrees and above.

The limits are available at 630.653.5800.



Pelican Golf now offers equipment for your store game.
In addition to rentals, fittings, and repair services, Pelican Golf now offers a selection of pro-line golf clubs, bags, shoes, and accessories.

While you are here, say hi to our new PGA Golf Professional,
John Sagrera. John serves as us as one of the great top instructors and club fitters.

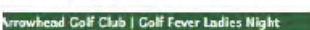
Winter hours now through March with:
Weekdays 10am to 5pm / Saturdays 10am to 4pm
Spring hours starting March 1st:
Weekdays 10am to 5pm / Saturdays 10am to 5pm

Additional off-hour rates available for simulator golf, club fitting, and lessons.
Contact Pelican Golf today at 630.617.8460.
Pelican is located on the lower level of Arrowhead Golf Club.

Helpful Links: Home | About Us | Events | Contact Us

- Wheaton Park
- District
- Athletics
- Cosley Zoo
- DuPage
- County
- Historical
- Museum
- Lincoln
- Marsh
- Natural Area
- Parks Plus
- Fitness
- Center
- Play for All, Sensory
- Playground

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



Mark your calendars for a night out with our golf professionals and discover a fun approach to the game. Complimentary wine and chocolate presentation by Le Chocolatier in Naperville and raffles.

Monday, February 27 | 7P

HotJoy will be onsite with their summer line taking pre-season orders.

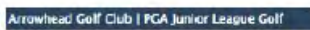
Call the pro shop at 630.653.5800 to reserve your spot.

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

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- Wheaton
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630.653.5800 | Fax: 630.653.5864
www.arrowheadgolf.com



PGA Junior League Golf (JLG) is designed to give young golfers a fun and challenging experience. It's a year-long program that provides a structured and supportive environment for young golfers to improve their skills and enjoy the game.

Cost: \$250 per child

Register now!

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

Helpful Links: Home | About Us | Events | Contact Us

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2017 Arrowhead Collage

Golf Marketing

Eblasts & Social Media



Just 200 attendees receive a gift and entry for the grand prize drawings: a custom-fit set of golf clubs (\$2,500 value) and a 60-inch television. Plus, attendees have a chance to win additional prizes every half hour. Prizes must be present to win.

Golf Clinics on the Hour
 11A: Putting | Noon: Chipping | 1P: Putting
 2P: Full Swing
 Complimentary beer tasting by Hometown Brewing

Offers at Pelican Golf Center:
 Addis golf shoes: 20% discount | Golf bags up to 75% off
 Trade in your old clubs for new equipment

Check out the new golf skate caddies!
 630.653.5800 | arrowheadgolfclub.com



Thank you!
 The golf course and driving range will be closing at 3P today, November 21, for the winter season. Thank you to all of our guests for making 2017 another great golf season at Arrowhead. The Arrowhead staff is extremely appreciative of the community's continued support and we look forward to seeing you on the course in the Spring of 2018. Have a happy Thanksgiving and a wonderful holiday season.

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

A special discount and late seasonal hours at the pro shop!
 Friday | December 1, 8 & 11 | Open 7-30P
 All regularly priced clothing will be 25% off
 Free gift wrapping available
 Coupon cannot be combined with other offers. Must present coupon at time of purchase. Expires December 30, 2017.





ARROWHEAD RESTAURANT AND BAR



Many hands and hearts work together to present guests a *superior dining experience* at Arrowhead's Restaurant and Bar. From one's first experience at the hostess stand, to plate presentation from the kitchen, to excellent table service, guests are welcomed to enjoy a varied menu selection from appetizers and sandwiches to the popular Saturday prime rib dinner.

Guests continue to return for Chef Alan Pirhofer's seasonal *Mardi Gras* menu including YaYa Gumbo, Etouffe or Redfish, to name a few. *Oktoberfest* Schweinsaxe (ginormous port shank) or Chef's 27-ingredient mole sauce for *Cinco de Mayo* Chicken Oaxaqueno or *St. Patrick's Day* Irish Nachos continue to bring food enthusiasts and their friends to Arrowhead to celebrate. Sales of Chef's creative bi-weekly Specials increased 17% over 2016 and often dominate the overall sales.

Arrowhead's bar has become renown for its *craft beer* and ales, some from nearby and others from far and wide and still others difficult to find. Draft beer sales ran at 52% of overall adult beverage sales in 2017. Arrowhead held its 4th successful annual *Straight From the Tap* event in January 2017.

Live music in the bar on first Fridays of each month presented music from Motown to country to jazz to please all music taste.

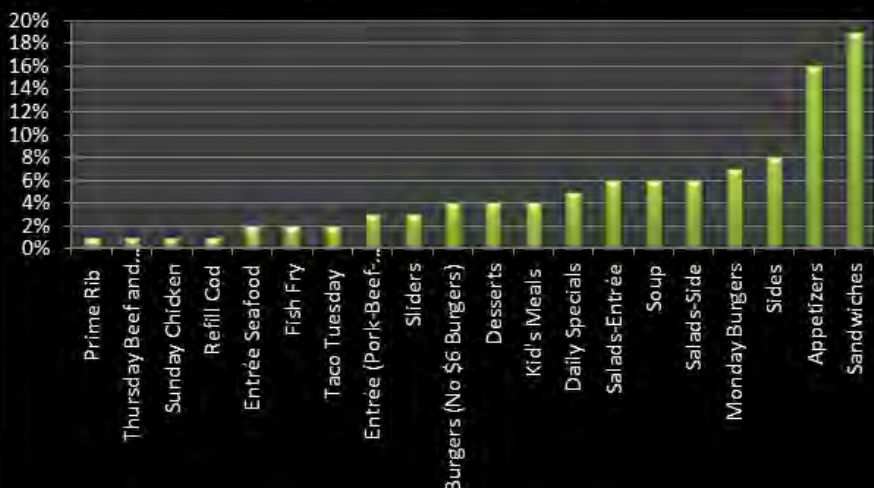
Wednesday *Kids Eat Free* and free photos with Santa were a sample of reasons that families make Arrowhead their place to gather for family celebrations.

Restaurant Menu Sales

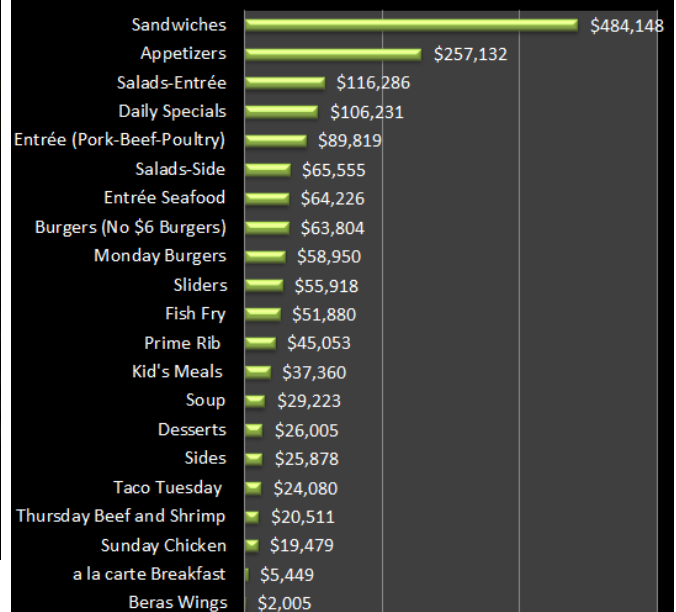
- ✓ 2,034 Prime Rib Dinners were served in 2017 as compared to 1,544 sold in 2016.
- ✓ Daily Specials saw an increase of 17% in 2017 selling 3,220 more orders than 2016.
- ✓ Orders Sold in 2017 = 150,654 Dollars Sold in 2017 = \$1,648,992
 Orders Sold in 2016 = 145,425 Dollars Sold in 2016 = \$1,603,252

	Dollars Sold	Dollars Sold	Orders Sold	All Orders Sold
Wings	\$2,005	0%	401	<1%
a la carte Breakfast	\$5,449	0%	735	<1%
Sunday Chicken	\$19,479	1%	1,582	1%
Thursday Beef and Shrimp	\$20,511	1%	1,372	1%
Taco Tuesday	\$24,080	1%	2,408	2%
Sides	\$25,878	2%	11,872	8%
Desserts	\$26,005	2%	5,860	4%
Soup	\$29,223	2%	8,506	6%
Kid's Meals	\$37,360	2%	5,947	4%
Prime Rib	\$45,053	3%	2,034	1%
Fish Fry	\$51,880	3%	3,719	2%
Sliders	\$55,918	3%	4,972	3%
Monday Burgers	\$58,950	4%	9,825	7%
Burgers (No \$6 Burgers)	\$63,804	4%	6,569	4%
Entrée Seafood	\$64,226	4%	2,605	2%
Salads-Side	\$65,555	4%	8,506	6%
Entrée (Pork-Beef-Poultry)	\$89,819	5%	4,319	3%
Daily Specials	\$106,231	6%	7,273	5%
Salads-Entrée	\$116,286	7%	8,512	6%
Appetizers	\$257,132	16%	23,543	16%
Sandwiches	\$484,148	29%	28,254	19%
Totals	\$1,648,992	100%	150,654	100%
Refill Cod	n/c	0%	840	1%

Percentage of All Menu Orders Sold 2017



Dollar Amount Sold 2017



BEVERAGE SALES



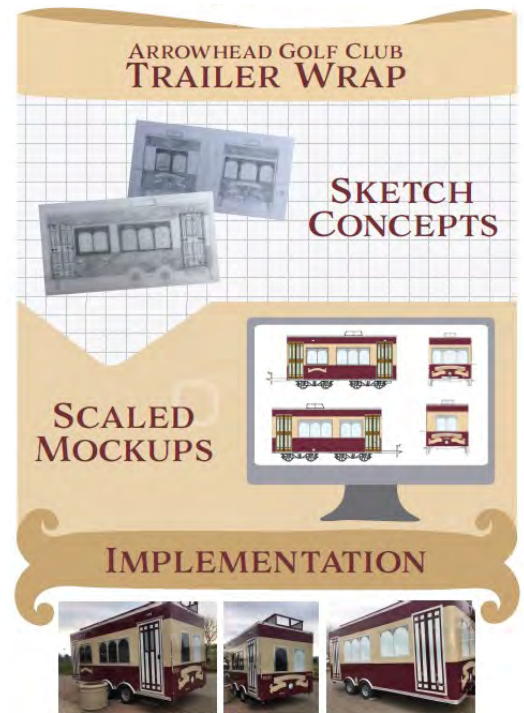
2017 Alcohol Sales	Number Sold	Dollars Sold	Percentage of Dollars Sold
Draft Beer	80,003	\$386,667	39%
Liquor	29,100	\$244,768	25%
Wine by the Glass	24,696	\$214,663	22%
Beer-Bottle	19,800	\$95,349	10%
Wine by the Bottle	1,462	\$40,688	4%
TOTALS	155,061	\$982,135	100%

HALFWAY HOUSE EXPRESS TROLLEY AND BEVERAGE CART SALES

Both the Halfway House Express Trolley and Beverage Cart are welcomed sites to golfers and guests alike for refreshments. The trolley continues to be an oasis to refresh or review golf scores. It also serves as a resting area for parents with children taking lessons or neighbors simply enjoying the views.

Staff began work to replace the existing trolley with a larger, better designed model that will premier when the golf course opens in Spring 2018. Staff has taken great efforts in the detail of the San Francisco styled trolley. The interior will provide improved work space to better serve Arrowhead golfers and guests.

	Number Sold	Dollars Sold	Percentage of Dollars Sold
Non-Alcohol Beverage	15,517	\$38,943	15%
Food Sales	13,590	\$43,987	16%
Liquor	6,550	\$42,519	16%
Beer, Domestic/Craft	31,937	\$142,616	53%
Sundries (aspirin/lotion)	66	\$192	<1%
TOTALS	67,660	\$268,257	100%



RESTAURANT EVENTS



Valentine's Day menu featured King and Queen cut Prime Rib dinners with complimentary champagne toasts.

Mardi Gras is one of the most sought after menus showing off Chef Alan's passion for Creole food; Ya Ya Gumbo and Po' Boys at lunch and Shrimp and Grits or Chicken Rochambeau at dinner.

St. Patrick's Day is a week long celebration with a menu featuring Corned Beef and Cabbage, Shepherds Pie and Irish Nachos as well as \$3.17 pints of Guinness and Jameson drinks.

Cinco de Mayo is an authentic Mexican celebration at Arrowhead featuring Chef's hand-crafted 27 ingredient Mole sauce as well as ceviche and steak burrito. \$4 Corona and Corona Light and \$5 Margaritas were also offered.

Father's Day 2017 set a record in the restaurant as staff served over 160 people with a Southern BBQ buffet in addition to the everyday.

Fish Fry Friday continues to be well attended and especially popular during Lent when more than 150 orders are sent to the kitchen on a Friday night.

\$6 Burger Mondays brought sales of 9,825 burgers in 2017. This continues to be a consistent and popular day.

Oktoberfest is incredibly popular as Chef's menu offers authentic and delicious German-Bavarian food. Offered from mid-September thru early October, this menu is easily the favorite menu from year to year and offers potato pancakes, schnitzel-wich, pork shank and Rhine-style trout. During this 2 week celebration, Oktoberfest style beers from 23 different breweries are offered.

Pumpkins & Pancakes Brunch's inaugural event was Saturday, October 21st where families were invited to a pancake brunch where they decorated pumpkins to take home. This brand new event drew 75 guests.

New Year's Eve presents King and Queen cut Prime Rib along with complimentary champagne toast.

Live Music on the first Friday of the month brought several different themes to the bar in 2017. Country, Motown, 80s to name a few. Guests enjoyed the music and complimentary late night snacks were served at 10:30 p.m.

Chef's Specials brought an increase of 17% in order over 2016. This menu released on a bi-weekly basis gives the Chefs an opportunity to show their skills in presenting creative and tasty dishes.

Movie Night on the golf range was scheduled for an evening in August 2017 and more than 400 guests enrolled to enjoy the movie, Moana, with their family although the weather did not cooperate when a menacing storm caused the event to be cancelled. Plans are to re-schedule the event in 2018.

Paint Night offered wine and painting classes in the first quarter of 2017 with classes capping out at 25 people. Classes were well attended and will continue in 2018.

Lucky Lunch Box offered lunch guests dining with us from January through March, an opportunity to enter a raffle for free prizes.

Ugly Sweater Night, December 1, brought a jovial group to the bar. Participants showed off their best "ugly" seasonal sweater in friendly competition for prizes.



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 2016-2017												
		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	3.02	3.02	3.02	3.02	3.02
PAPER DISPOSABLE														
Film, PVC Roll, 200'x13"	16.00	18.89	18.89	18.89	18.89	18.89	18.89	18.89	19.54	19.54	19.54	19.54	19.54	19.18
MEAT														
Bacon, Layflt 14/18 GF Applewood Smoked	3.99	4.02	4.02	4.02	4.20	4.20	4.20	4.16	4.16	4.16	4.16	4.16	4.16	4.11
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	8.44	8.72	8.72	8.54	8.54	8.54	8.54	8.54	8.54	8.54	8.63	8.63	8.63	8.59
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	3.86	3.90	3.90	3.90	3.74	3.74	3.74	3.90	3.90	3.90	3.90	3.90	3.78	3.84
Beef, Tenderloin Medallions, Choice or higher, Fresh 2 oz. Cryo	9.49	11.73	11.73	11.73	11.73	11.73	11.91	11.91	11.91	11.91	11.91	11.91	11.91	11.83
Beef Filet, 8 oz	27.49	30.55	30.55	30.55	30.55	29.50	29.50	29.50	29.50	28.70	28.70	28.70	28.70	29.66
SMALLWARES														
Glass, Wine #3783, Libby	3.19	3.26	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	2.61	2.63
PRODUCE														
Avocado, Hass, Ripe	0.85	.85	0.85	1.15	1.20	2.05	2.05	2.05	1.70	1.75	1.20	1.05	1.05	1.44
DRY GOODS														
Oil, Olive Bland 75/25	9.13	9.80	9.80	9.80	10.15	10.15	10.15	10.15	10.15	10.63	10.63	10.63	10.63	10.18
Sugar, Granulated, Extra	0.58	0.74	0.74	0.74	0.65	0.65	0.65	0.60	0.60	0.60	0.60	0.60	0.60	.66
Shortening, Canola Creamy	0.64	0.75	0.75	0.75	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	.81
BEVERAGES														
Coffee, Liquid Colombian Douwebert	54.04	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34	55.34

FOOD & BEVERAGE WAGE COMPARISON

Sales (Food & Beverage Only)*	2017	2016	2015	2014	2013
Restaurant Food & Beverage Sales	2,616,425	\$2,891,868.	\$2,902,748	\$2,529,460	\$2,259,477
Banquet Food & Beverage Sales	2,459,490	\$2,080,858	\$2,140,222	\$2,141,030	\$2,137,027
Total Food & Beverage Sales	5,075,915	\$4,972,726	\$5,042,970	\$4,670,490	\$4,396,504
*excludes premium service, room charges, addl. service fees, etc.					
Banquet		2016	2015	2014	2013
Banquet Servers	\$97,313	\$93,783	\$89,058	\$93,024	\$87,528
Banquet Bartenders	\$4,806	\$6,279	\$9,257	\$10,715	\$8,026
Sales Asst.	\$32,438	\$31,874	\$37,630	\$86,174	\$72,108
Houseman	\$50,406	\$52,591	\$41,497	\$51,537	\$43,950
Total Banquet Part-Time Labor	\$184,968	\$184,527	\$177,442	\$241,451	\$211,612
Part-Time Bqts Labor % from Total Bqts F & B Sales	7.52%	8.87%	8.29%	11.28%	9.90%
Banquet Full-Time Labor Salaries*	\$284,333	\$275,260	\$239,938	\$181,266	\$178,433
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	11.56%	13.23%	11.21%	8.47%	8.35%
*Includes F & B Director (Salary split equally Bqts & Rest)					
Restaurant Front House		2016	2015	2014	2013
Restaurant Servers	\$114,610	\$117,725	\$103,924	\$120,644	\$126,198
Restaurant Bartenders	\$14,200	\$15,484	\$20,520	\$27,728	\$30,129
Restaurant Host/Hostess	\$31,540	\$42,339	\$38,316	\$39,982	\$34,669
Restaurant Busser/Runner	\$59,792	\$66,623	\$62,384	\$64,558	\$60,105
Restaurant Office	\$15,181	\$16,678	\$15,780	\$14,197	\$14,295
Total Restaurant Part-Time Labor	\$235,323	\$258,850	\$240,924	\$267,109	\$265,396
Part-Time Restaurant Labor % from Total Rest F&B Sales	8.99%	8.95%	8.30%	10.56%	11.75%
Restaurant Full-Time Labor Salaries*	\$212,527	\$173,151	\$155,592	\$148,752	\$147,668
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	4.19%	5.99%	5.36%	5.88%	6.54%
*Includes F & B Director (Salary split equally Bqts. & Rest)					
Kitchen		2016	2015	2014	2013
Dishwasher (includes Contractual fees, see below*)	\$238,900*	\$216,922	\$170,505	\$183,186	\$146,838
Line Cooks	\$391,545	\$303,000	\$288,812	\$296,964	\$293,147
Prep Cooks	\$25,842	\$24,861	\$51,931	\$66,566	\$57,318
Total Part-Time Kitchen Labor	\$656,287	\$544,783	\$511,248	\$546,716	\$497,303
Part-Time Kitchen Labor % from Total F & B Sales	12.93%	10.96%	10.14%	11.71%	11.31%
Kitchen Full-Time Labor Salaries	\$282,003	\$264,845	\$238,895	\$186,976	\$158,965
Full-time Kitchen Labor % from Total F & B Sales	5.55%	5.33%	4.74%	4.00%	3.62%
Overall Part-Time Labor	\$1,076,578	\$988,160	\$929,614	\$1,055,276	\$974,311
Part-Time Labor % from Total F & B Sales	21.21%	19.87%	18.43%	22.59%	22.16%
Overall Full Time Labor	\$778,863	\$713,256	\$634,425	\$516,994	\$485,066
Overall Full-Time Labor % from Total F & B Sales	15.34%	14.34%	12.58%	11.07%	11.03%

*\$57,100 was paid in 2017 to All Team, a contractual provider of restaurant kitchen help. In this case, dishwashers specifically.

2017 Arrowhead Collage

Restaurant Marketing

Print & Web Ads

Arrowhead
RESTAURANT & BAR

Arrowhead features unique American cuisine, a premium selection of wine and spirits, and an extensive craft beer menu. The restaurant consists of two main dining areas plus outdoor patios in commodious. The ballroom overlooking the golf course is the perfect setting for weddings, holiday parties, and social gatherings.

STARTERS

APPETIZERS
Crispy onion rings with chili mayo sauce \$3
Crispy chicken wings with ranch dressing, blue cheese, and honey \$5
Crispy fish and chips \$5
Crispy chicken sandwich \$5
Crispy chicken sandwich with cheese \$5
Crispy chicken sandwich with cheese and sauce \$5
Crispy chicken sandwich with cheese and sauce and fries \$5
Crispy chicken sandwich with cheese and sauce and fries and drink \$5
Crispy chicken sandwich with cheese and sauce and fries and drink and tip \$5

SANDWICHES

CHICKEN SANDWICH
Crispy chicken sandwich with cheese and sauce \$5
Crispy chicken sandwich with cheese and sauce and fries \$5
Crispy chicken sandwich with cheese and sauce and fries and drink \$5
Crispy chicken sandwich with cheese and sauce and fries and drink and tip \$5

ENTREES

GRILLED CHICKEN SANDWICH
Grilled chicken sandwich with cheese and sauce \$5
Grilled chicken sandwich with cheese and sauce and fries \$5
Grilled chicken sandwich with cheese and sauce and fries and drink \$5
Grilled chicken sandwich with cheese and sauce and fries and drink and tip \$5

Full text and more items available at arrowheadgolfclub.org

Monday-Thursday, 11A-10P | Dining, 11A-1A | Saturday, 11A-1A | Sunday 11A-9P | Event Facilities: 26W151 Butterfield Road | Wheaton, IL 60189 | Reservations suggested at 630.653.5800 | arrowheadgolfclub.org

Celebrate **MARDI GRAS**
February 17-28
Menu at arrowheadgolfclub.org

Arrowhead
golf. restaurant & bar. events.

27 Holes of Golf, Driving Range, & Performance Center | Restaurant & Bar Open for Lunch & Dinner

Wedding & Social Events | Parties & Celebrations

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

Arrowhead
RESTAURANT & BAR

We're right in the neighborhood!

Bring in this booklet and present the ad to your server to receive 10% off your bill.*
*Food only. Expires 4/30/17

27-hole golf course | weddings & events | restaurant & bar

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

St. Patrick's Day Menu
March 11-17

Arrowhead
golf. restaurant & bar. events.

27 Holes of Golf, Driving Range, & Performance Center | Restaurant & Bar Open for Lunch & Dinner

Wedding & Social Events | Corporate Meetings

26W151 Butterfield Road | 630.653.5800 | arrowheadgolfclub.org

Arrowhead
GOLF CLUB

Open for Lunch & Dinner
Extensive Wine List & Variety of Craft Beers Available
Weekly Specials include Friday Night Fish Fry and Saturday Prime Rib

Arrowhead
GOLF CLUB

SPECTACULAR CUISINE WITH AMAZING VIEWS

Exquisite entrées
Mouth-watering salads
Variety of sandwiches
Weekly specials

Join us for lunch or dinner. Reservations at arrowheadgolfclub.org or at 630.653.5800.

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

2017 Arrowhead Collage

Restaurant Marketing

Signage



LUCKY LUNCH BOX
Dine with us for lunch and receive an entry to win a **Lucky Lunch Box Package**
arrowheadgolfclub.org



LUCKY LUNCH BOX GIVEAWAY
Dine with us for lunch (11A-4P) and receive an entry to win 1 of 6 **Lucky Lunch Box Packages** Each one themed up to \$250!
1. **St. Patrick's Day Lunch Package**
2. **Chickadee Stew Arrowhead "Woo" Buffet**
3. **Beefier Cook Beef Brisket**
4. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
5. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
6. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
7. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
8. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
9. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
10. **Beef & Cheddar Stew Arrowhead "Woo" Buffet**
Ask your server for go entry form. Giveaway ends APRIL 17. Winner will be chosen on or about March 31, 2017.



THE DALMORE SCOTCH DINNER 2017
Thursday, February 23
7-9P
\$65 per ticket at arrowheadgolfclub.org



SPRING INTO MARCH
Live music by The Messengers March 3
St. Patrick's Day Menu March 11-17
March Madness March 16-April 3
arrowheadgolfclub.org | Arrowhead Golf Club



MARDI GRAS FEBRUARY 17-28
DINER MENU
DINNER MENU
DAILY SPECIALS
DINNER PLATE



here's to you and yours!
St. Patrick's Day Menu
featuring Irish recipes and drink specials!
march 11-17
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 gratined 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:
\$3.77 pints of Guinness \$6 \$3.77 Shots of Jameson



DAILY SPECIALS
Sunday: Lamb's best-of-breed beef steaks \$13.95
Monday: Half pound Angus burger with homemade potato chips \$6
Tuesday: Eggs with chips and salsa \$10 or pizza \$10
Wednesday: Gals and fine fare \$10 (dinner) per adult (weekend)
Thursday: Steak and Shrimp Special \$14.95
Friday: All you can eat fish fry \$10 (dinner) with beer and wine \$13.95
Saturday: Prime rib with baked potato and green beans \$20.95
Everyday Special: \$25 Buckets of Two Brothers Cans



LIVE MUSIC SCHEDULE
We've got island favorites and rock!
FRIDAY, AUGUST 4
MR. MYERS DUO
Performing Steel Drum, Island Favorites
FRIDAY, SEPTEMBER 1
FORGET HANNAH
Featuring a "something for everyone" show - from classic rock and blues up through today's rock.



EASTER BRUNCH
Sunday, April 16 | 9:30A-2:30P
Adults \$14.95 | Children 12 & Under \$7.95 | Under 5 Complimentary
Brunch Menu
Specialty Brunch
Beverages
Reservations of 630 458 0088



Celebrate Father's Day!
Southern Style Brunch Buffet
Sunday, June 18
10A-2:30P
Adult \$14.95 | Child \$7.95
Reservations of 630 458 0088



CINCO DE MAYO
CELEBRATE WITH US MAY 3-9
LUNCH PLATES
DINNER PLATES
Drink Specials

2017 Arrowhead Collage

Restaurant Marketing

Signage

SPECIAL BREAKFAST MENU!
Saturdays and Sundays | 10A-2P
arrowheadgolfclub.org

DRINKS	WINE	SNACKS
Standard Drink \$4.50 All-in-one (Beer, Soft Drink, Breadsticks, Salad)	Wine \$7 Cabernet Sauvignon / Merlot / Pinot Noir	Chips / Fries \$5.95 / French Fries \$4 Hot Wings / Fried Chicken \$8 Hot Beer \$3
Premium Drink \$6 Beverage of the Day (Soft Drink, Breadsticks, Hot Beer) \$6.95 Hot Beer \$3.95 / Soft Drink \$2.95	Bottled Wine \$12.95 Pinot Noir / Cabernet Sauvignon / Merlot / Pinot Noir	CIGARS Cuban Blend \$8 Cuban Blend \$10 Cuban Blend \$12
Mixed Drink \$3 Hot Beer \$3.95 / Soft Drink \$2.95	Hot Beer \$3 Bottled Water \$2.50	Smoking Accessories \$10 Hot Beer \$10

DRINKS	WINE	SNACKS
Standard Drink \$4.50 All-in-one (Beer, Soft Drink, Breadsticks, Salad)	Wine \$7 Cabernet Sauvignon / Merlot / Pinot Noir	Chips / Fries \$5.95 / French Fries \$4 Hot Wings / Fried Chicken \$8 Hot Beer \$3
Premium Drink \$6 Beverage of the Day (Soft Drink, Breadsticks, Hot Beer) \$6.95 Hot Beer \$3.95 / Soft Drink \$2.95	Bottled Wine \$12.95 Pinot Noir / Cabernet Sauvignon / Merlot / Pinot Noir	CIGARS Cuban Blend \$8 Cuban Blend \$10 Cuban Blend \$12
Mixed Drink \$3 Hot Beer \$3.95 / Soft Drink \$2.95	Hot Beer \$3 Bottled Water \$2.50	Smoking Accessories \$10 Hot Beer \$10

Mother's Day Brunch
Reservations at 630.510.5088.
arrowheadgolfclub.org

TACO TUESDAYS
Fish or Prime Rib
Chips & Salsa
\$5 Margaritas

THANKSGIVING DINNER
Seatings 11A to 4P
Reservations at arrowheadgolfclub.org

DRINK PINK
AZULEA 20
The pineapple juice, blueberry, cranberry
FRUITED PINK 10
Mango, cranberry, blueberry, peach, grapefruit juice
ENERGY BEER MARGARITA 10
Cranberry, blueberry, peach, mango, grapefruit juice
PINK MARGARITA 10
Mango, cranberry, blueberry, peach, grapefruit juice
MEXICAN BEER 10

FOOTBALL SUNDAYS
Half-Price Wings,
Miller Lite
and Coors Light Drafts
During Bears games: weekly giveaways, monthly drawings for Bears gear, and one season-long raffle for a Bears jersey and neon sign.

OKTOBERFEST
September 16-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.
Reservations at 630.653.5800.

Pumpkins & Pancakes Brunch Event
Saturday, October 21 | 11A to 1P
Join us for a special brunch event featuring pumpkin pancakes, French toast, and a complimentary coffee bar.
After brunch feature: Receive the Queen of Pancakes, Special Toast, Pumpkin Pancakes, and a complimentary coffee bar.
Reservations at 630.653.5800.

JOIN US FOR THANKSGIVING DINNER
Traditional Buffet Overlooking Golf Course
Featuring:
Roasted Turkey
Fried Fish
Sautéed
Braised Tenderloin
Arrowhead Garden Salad
Mashed Potato Bar
Smashed Sweet Potatoes with Pecans
Fresh Asparagus Soufflé
Fresh Cranberry Sauce
Green Beans with Wild Mushrooms and Orange Onion Fry
Dessert & Coffee Service
Seating available at 11A, 1:30P, 4:30P
\$45 per person, \$20 per child under 10
Complimentary for children 10 & under
Reservations available online, by phone, by email, or in person.
Reservations available at arrowheadgolfclub.org

UGLY SWEATER Night
Friday, December 1 | 7:30P
Featuring The Live Band Karaoke
Ever wanted to be part of the band? Now's your chance to be the lead singer of a live performing band!
Winners chosen at 8P.
First, Second & Third Place Prizes!

Ring in the New Year! 2018
New Year's Eve Prime Rib Dinner
featuring complimentary champagne toast*
King Cut \$25.95 | Queen Cut \$20.95
*Reservations only. \$10 cover with an entrée purchase.
New Year's Day
Hangover Special with Burgers, Beer, and Arrowhead Signature Bloody Marys

2017 Arrowhead Collage

Restaurant Marketing

Eblasts & Facebook Headers

Arrowhead Golf Club | Upcoming Events



January & February Fun!

Lucky Lunch Box
 Now through March 17
 Dine with us for lunch (11A-4P) and receive an entry to win one of six Lucky Lunch Box Packages, all valued at up to \$250!
 Live entertainment featuring The Niche Band Friday, February 3 | 8P
 Valentine's Dance
 Friday, February 3 | 6-9P
 Dance to vocalist Sandi Haynes and her band. Includes dinner, dessert, and champagne toast.
 Must be 21 and up. Register by February 2 [here](#).

Wines Around the World
 Tuesday, February 14 | 7-9P
 Celebrate Valentine's Day and taste wines from around the World.
 Includes wine tasting, passed hors d'oeuvres, and music by the Downtown Charlie Brown Band.
 \$65 per person | \$120 per couple
[Get Tickets](#)

Golf Fever Ladies Night
 Monday, February 27 | 7P
 Ladies, mark your calendars for a night out with our golf professionals, where you'll discover a fun approach to the game! Complimentary wine will be available. Call the pro shop to reserve your spot at 630.653.5800.

Happy Hour is back, seven days a week 2-4P only
 Includes half-price well drinks, house wines, and standard beers
 (Miller Lite and Coors Light Drafts)
 Don't forget Arrowhead for all your milestone events.
 It's the perfect spot to host a wedding, shower or even a special birthday or anniversary occasion. Contact our event team today at 630.653.5802.

Arrowhead Golf Club | Free night to paint night!

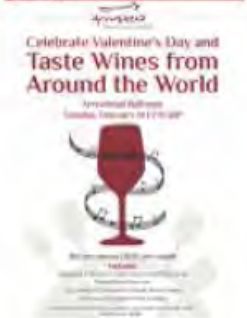


Arrowhead Golf Club | February 14 | 7-8:30P
 -Paint 12x12" stretched canvas with your own heart!
 -Learn a new skill, or practice an old one.
 -Be social with other couples.
 -50% off select wine bottles and Arrowhead AX.
 -Registration required. Must be 21 or attend.
 -\$20 off if you sign up by January 31
 Use code: LOVBT
[Sign Up Now!](#)

Helpful Links: Wheaton, Park District, Athletics, Cadey Zoo, DuPage, County, Historical, Museum, Lincoln, Marsh, Natural Area, Parks Plus, 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 | Wines Around the World Valentine's Day



Save \$23 for a couple ticket!
 Use Code: ARWVD
 Save \$10 for a single ticket!
 Use Code: ARWVD2
 Register by February 12 to save!

Enjoy pours from:
 Argentina, Dona Paula Estate Malbec,
 France, Gerard Bertrand Cognac De Roses 'Rose'
 California, Son Bibi Chardonnay
 Spain, Campo Viejo Reserva
 and many more!

[Get Tickets](#)

Or if painting is your thing, join us for a night of painting!
 Register at arrowheadgolfclub.org and use code: TOGETHER to receive the special one partner for \$35.00. Now through February 13.

Helpful Links: Wheaton, Park District, Athletics, Cadey Zoo, DuPage, County, Historical, Museum, Lincoln, Marsh, Natural Area, Parks Plus, Fitness, Center, Play for All, Sensory, Playground

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 Butterfield Road | Wheaton, IL 60189
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arrowheadgolfclub.org

Arrowhead Golf Club | Vino Van Gogh



[Sign Up Now!](#)

Helpful Links: Wheaton, Park District, Athletics, Cadey Zoo, DuPage, County, Historical, Museum, Lincoln, Marsh, Natural Area, Parks Plus, Fitness, Center, Play for All, Sensory, Playground

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arrowheadgolfclub.org

MARDI GRAS

FEBRUARY 17-28

Special menu available
for lunch and dinner

2017 Arrowhead Collage

Restaurant Marketing

Eblasts & Facebook Headers

Arrowhead Golf Club | Scotch Dinner February 23

THE DALMORE SCOTCH DINNER 2017
Thursday, February 23
7-9PM

Join your friends at arrowheadgolfclub.org

It's Mardi Gras time at Arrowhead.
Special Menu February 17-28.
www.mardi.com

Helpful Links Post It Tweet It Forward It

- Wheaton
- Park Districts
- Athletics
- Cosley Zoo
- Outrage
- County
- Historical
- Museum
- Lincoln
- Marsh
- Natural Area
- Parks Plan
- Plowman
- Center
- Play for All
- Sensory
- Playground

Arrowhead Golf Club | 29W151
Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | Easter Brunch

EASTER BRUNCH
Sunday, April 16 | 9:30A-2:30P

Reservations at 630.510.5088

Spring Menu Coming Soon!
Reservations will also be open after 6:00pm on special menu.
Call 630.653.5800 to make reservations.

Helpful Links Post It Tweet It Forward It

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Arrowhead Golf Club | 29W151
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630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | Upcoming Events

April Events
Live entertainment in the restaurant featuring Eric Howard!
Friday, April 7 | 9-10PM



Part in Springtime painting class
Tuesday, April 11 | 1-2P
Hosted by Vito Van Gogh.
Register at arrowheadgolfclub.org

Spring menu rollout
Wednesday, April 12
Featuring new sandwiches and amazing Seafood Panini Sandwich, BBQ Pork Burger, Smoked Pork, and Smoked Chicken Sandwich!

Girls Day on the driving range
Saturday, April 15 | 10A-12P
Merchandise Sales | Raffle | Clinic
www.arrowheadgolfclub.org

Easter Brunch
Sunday, April 16 | Seatings 9:30A-2:30P
Carving Station, Dessert Station, Kids Station, and traditional breakfast favorites. Reservations at 630.510.5088

Happy with no line
April 18
We'll give you a tax break on your food and beverage purchases for one day only!

Ekoff Classic
Saturday April 22
Open to the first 72 players with a CDCA or UGA handicap. 18-hole, two-person scramble at 18N Handicap back green tees at 18N of main handicap.

Winners will be paid in merchandise gift cards. \$200 per team is returned by April 15. Fee includes golf, lunch, prizes. No prizes will be awarded after the deadline, so only 72 good entries are needed.
Call the pro-shop at 630.653.5800 to register.

Coming in May
Gino De Mayo special menu
Friday, May 5
Woman's Day Brunch
Sunday, May 14 | Seatings 9:30A-2:30P

Arrowhead Golf Club | May News, Events & Specials

New Weekly Specials
Tuesday's go south of the border with casual Mexican pizza, chili, chips and salsa, and \$3 margaritas.
Thursday steak and shrimp for only \$14.95.
For more weekly specials, visit arrowheadgolfclub.org

Girls De Mayo Lunch and Dinner Specials
May 8-9
Enjoy favorites like Steak Tostitos for lunch with queso fundido, Ceviche Tostitos, and Mini Waterzoo for dinner. Plus \$4 Corn and Garbanzo Medley.
www.arrowheadgolfclub.org

Weekend Breakfast in Back!
Saturday and Sunday only | 6:30A-12P
Special menu featuring eggs, omelets, pancakes, and breakfast burritos.
Full menu www.arrowheadgolfclub.org

Wheaton's Day Brunch
Sunday, May 14 | 9:30A-12P
Treat mom to a special brunch offering lambing, seafood, steaks, ribs, and a dessert station. Carving station - prime rib, ham, turkey.
Reservations at 630.510.5088.

Coming in June
Live entertainment featuring Crystal Feltner
Friday June 2 | 8-10P
Father's Day Buffet
Sunday, June 18 | Reservations available soon.

Helpful Links Post It Tweet It Forward It

- Wheaton
- Park Districts
- Athletics
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- Playground

Arrowhead Golf Club | 29W151
Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Arrowhead Golf Club | Special Entertainment and More

Enjoy the party for lunch, dinner, and weekend breakfasts throughout the September 15th-25th.
Full menu www.arrowheadgolfclub.org

Weekly Specials
Sunday
Pork's Backwoods Ribz include \$12.95 choice of pork tenderloin & ribs with \$4 potatoes.
\$12.95 special Angus Burger with homemade onion rings, half-price sides.
Tuesday
\$10 Three \$4.95 prime rib with onion and sauce.
\$11 Wednesday
Beverly Hills

Ask our Executive Chef what's new and what's hot!
\$12.95 Daily and Dinner Specials
1-3 prime rib steaks with "to die for" potatoes.
Friday
\$17.95 100-year-old New York Prime Rib with Prime Rib Sauce & Blue Potatoes.
\$19.95 Prime Rib with Au Jus and Prime Rib Sauce.
\$22.95 100-year-old New York Prime Rib with Prime Rib Sauce & Blue Potatoes.
\$24.95 Prime Rib with Au Jus and Prime Rib Sauce.

Vegetarian Entertaining
Friday, September 15 | 6-10PM
Menu featuring Prime Rib, full menu and more special entrees such as: Grilled Salmon, Grilled Chicken, Grilled Pork, Grilled Beef, Grilled Turkey, Grilled Lamb, Grilled Pork, Grilled Chicken, Grilled Beef, Grilled Turkey, Grilled Lamb.

Our 5 Year anniversary menu will feature more than 50 new and special "top notch" "low carb" or "Keto" menu items. Special entrees, appetizers, and more on our menu!
\$45.00 5 year anniversary menu - Taste \$100 in \$15.00 or an unlimited 2 hrs of open bar and \$100 in cash or gift certificate.

Helpful Links Post It Tweet It Forward It

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- Play for All
- Sensory
- Playground

Arrowhead Golf Club | 29W151
Butterfield Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org

Pumpkins & Pancakes Brunch Event
Saturday, October 21 | 11A to 1P

THANKSGIVING DAY BUFFET
Thursday, November 23

2017 Arrowhead Collage

Restaurant Marketing

Coupons/Incentives



Complimentary Starter

Open to the public year-round
Enjoy unique American cuisine and an extensive selection of craft beer, whiskeys, and wine

Butterfield Rd. | Wheaton, IL | 630.653.5800 | arrowheadgolfclub.org




\$5 off of \$25

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 3/31/17 Code: VInoFeb




\$10 off lunch or dinner with a minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 2/28/17 Code: VFebruary




\$10 off of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 3/31/17 Code: VdayWine

Join us for our Special Menus

Mardi Gras | February 17-28

- Gumbo Ya Ya
- Crawfish Boudin Bites
- Shrimp & Grits
- and More



St. Patrick's Day | March 11-17

- Irish Nachos
- Shepherd's Pie
- Corned Beef & Cabbage
- and Drink Specials



26W151 Butterfield Rd., Wheaton | arrowheadgolfclub.org




\$10 off lunch or dinner with a minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 3/31/17 Code: VMarch




\$5 off \$25 lunch or dinner with a minimum purchase of \$25

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 6/14/17 Code: MD17

March Events & Menu Specials

March 11-17 St. Patrick's Day Menu Specials

- Irish Nachos
- Shepherd's Pie
- Corned Beef & Cabbage
- Drink Specials



March 16-April 3 Road to the Final Pour Draft Specials

- \$15 Buckets of Miller/Coors each game



26W151 Butterfield Rd., Wheaton | arrowheadgolfclub.org




\$10 off \$50 lunch or dinner with a minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 6/29/17 Code: TOW17

2017 Arrowhead Collage

Restaurant Marketing

Coupons/Incentives



\$10 off
lunch or dinner with a
minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 10/31/17 Code: VPSep

FOOTBALL SUNDAYS

Regular Season Games
Half-Price Wings* & Miller Lite and Coors Drafts
Enter for a chance to win prizes

*Wing order 7-8 includes dipping sauce. Dine-in only. Must be 21 and over to be eligible for drawings. Not valid with other discounts/promotions.

Arrowhead Golf Club 26W151 Butterfield Road, Wheaton | arrowheadgolfdub.org



\$10 off
lunch or dinner with a
minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 11/30/17 Code: VPINov

Now taking reservations for Thanksgiving Dinner



\$10 off
lunch or dinner with a
minimum purchase of \$50

Dine-in only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for food only.

Expires 12/31/17 Code: VPOct2017



Host a Memorable Holiday Event with Us

Arrowhead offers a one-of-a-kind experience for you and your guests. Featuring unique cuisine and spectacular views. **10% off a holiday package with this coupon.**

26W151 Butterfield Rd., Wheaton | 630.653.5800 | arrowheadgolclub.org



Complimentary Gift Wrapping While You Dine*
November 24-December 23

*Minimum \$10 food purchase. Up to 3 packages.

Weekly Specials

MONDAY Burgers \$5 All Drafts 1/2 Off	FRIDAY All-You-Can-Eat Bone-Battered Cod \$13.95 Served with Fries and Slaw
TUESDAY Tacos with chips and salsa \$10 Margaritas \$5	SATURDAY Prime Rib, Baked Potato, Green Beans \$26.95 Available after 4P
WEDNESDAY Kids Eat Free* 1/2 Price Arrowhead Ale <small>*Kids eat free \$10 or more adult entree purchase, ages 10 & under</small>	SUNDAY Butterfield Fried Chicken \$12.95 Select House Wine Glasses \$4
THURSDAY Steak and Shrimp Special \$14.95 1/2 Price Wine Bottle**	

**See restaurant app

26W151 Butterfield Rd. | 630.653.5800 | arrowheadgolclub.org



BANQUETS AND EVENTS

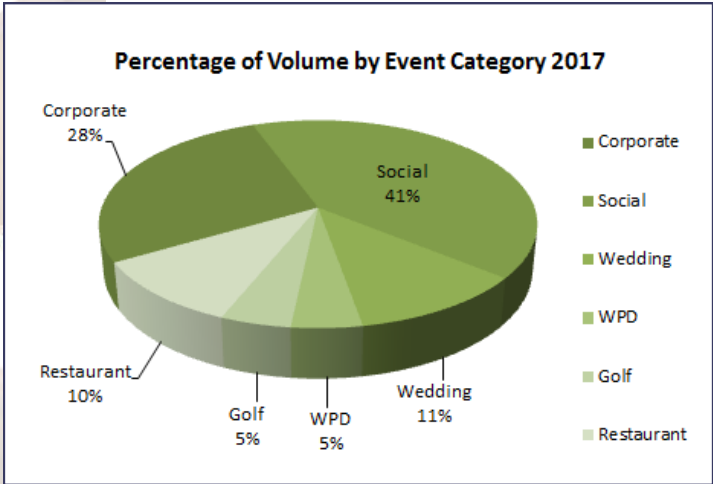
Arrowhead Event Staff strives to make every event, wedding or corporate,

a perfect expression of the client's intention.

Weddings are the event many clients dream of and plan for months or years ahead. Brides at Arrowhead are staff's only focus on their magical day as there is only one wedding, your wedding, per evening. Staff works closely with brides to develop the client's vision of their special day and ensures that plan comes to fruition under Arrowhead's care.

Corporate meetings, seminars, dinner events or fundraisers are nothing new to Arrowhead's professional staff. Arrowhead staff is knowledgeable in caring for the client's needs and wants.

In 2017, Arrowhead hosted an average of
2 banquet events per day or
15 events per week
versus 2 banquet events per day and 14 events per week in 2016.

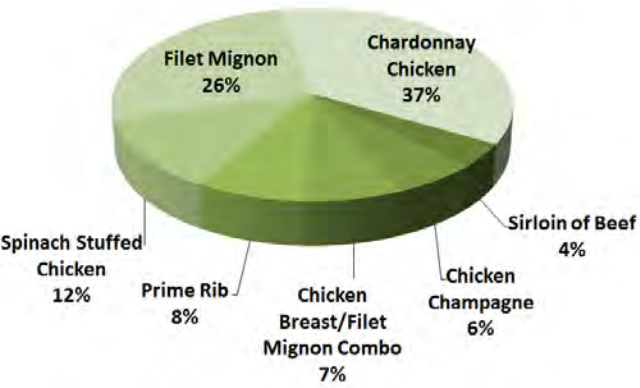


2017 Events Categorized by Type and Volume :

	Corporate	Social	Wedding	WPD	Golf	Restaurant	Monthly Totals
Jan	15	21	1	3	0	4	44
Feb	19	17	1	4	0	3	44
Mar	19	25	6	3	0	8	61
Apr	12	29	6	4	0	6	57
May	19	38	7	2	3	8	77
June	18	30	12	2	11	7	80
July	18	35	12	1	4	3	73
Aug	24	32	8	1	5	9	79
Sep	16	12	14	4	9	9	64
Oct	15	22	8	3	2	6	56
Nov	17	15	7	5	0	4	48
Dec	17	37	4	2	0	12	72
Totals	209	313	86	34	34	79	755

WEDDING EVENTS

Popular Wedding Menu Selections 2017



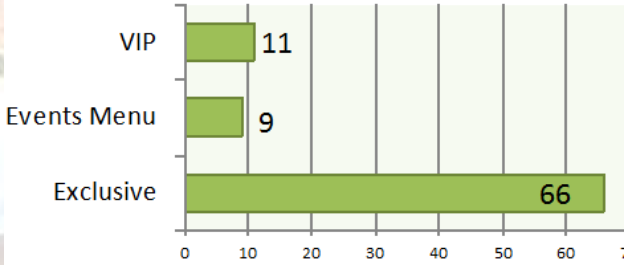
The average wedding cost at Arrowhead Golf Club was **\$19,699 in 2017** versus \$19,780 in 2016.

The 2017 average wedding hosted **150** wedding guests versus 148 guests in 2016.

In 2017, Banquets and Events service and bartender staff served **12,739 wedding guests** versus 11,533 wedding guests in 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.

Wedding Packages 2017

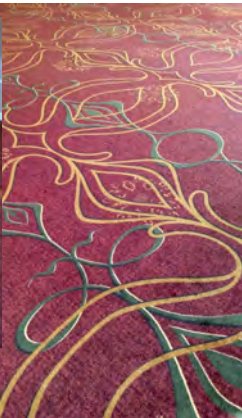


A FRESH LOOK



Stunning results in 2017 are apparent throughout Arrowhead's banquet area with new carpet installation and banquet chair purchase. Wheaton Park District Parks and Planning staff assisted in a bid process to purchase carpeting throughout Arrowhead's event areas. Event staff expressed ideas to the carpet designer and, as a result, studied numerous carpet design options. The color palate remains similar to previous carpeting and continues to compliment wall colors but the upgrade is obvious. Sweeping lines in the event gathering room blend flawlessly with visual motifs and designer patterns throughout the ballrooms and hallways. In addition, neutral toned banquet chairs in the popular chiavari-style are now available to Arrowhead's event client.

Event sales staff have received very positive feedback from prospective clients as they tour the facility.



WEDDING CEREMONY SITE



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

Arrowhead Golf Club offers exquisite *options for on-site wedding ceremonies*, inside the ballroom or gathering room as well as tucked in South Golf Course.

The restaurant bar serves as a respite for wedding guests between outdoor ceremony and reception and helps boost restaurant bar sales.

OUTDOOR CEREMONY

- ♥ Outdoor wedding ceremonies in 2017 numbered **27** and brought a *gross revenue of \$32,500; a 12% increase over 2016.*



INDOOR CEREMONY

- ♥ Indoor wedding ceremonies in 2017 numbered **18** and brought a gross *revenue of \$13,850; an 18% increase over 2016.*



TimothyWhaleyPhotography.com

WEDDING INDUSTRY TRENDS IN 2017

Sweet & Salty Late Night Munchies

The popular late night munchies are not going anywhere. Almost every wedding at Arrowhead included a late night snack for their guests to enjoy. The couples choose more creative late night snacks to match the couple's personality. Born and raised in Chicago? How about a Chicago Style hot dog station! Perhaps their first date was getting gelato – why not enjoy a traditional Italian Gelato Trolley! In 2018, we expect the late night snack to increase with more personalization, interactive stations, and dramatic effects.



Saying "I do"

Ceremonies onsite are increasing every year at Arrowhead. Couples like the idea of being at one location for the entire event for ease of photos and transportation. Arrowhead has an outdoor ceremony location surrounded by vibrant colored flowers and a beautiful indoor ceremony location with a jaw dropping vaulted ceiling. For couples who love the outdoors, Arrowhead has added an outdoor cocktail location for the guests to enjoy drinks and appetizers while the couple takes photos.



The Light and Drape Effect

Hanging lights and drapes from the ceiling or as a back drop was a "must have" on every couples list to create a romantic atmosphere in their room while showing off a "wow" affect to the guests.



Big Bang Theory

Firework shows will always be on the wish list. Due to budget, more couples opted to have sparkler photos with their bridal party. These mock "exit photos" are more intimate for the wedding couple and create awesome memories.



All You Need is Love and Cake

Couples are breaking away from the traditional wedding cake and moving towards towers of cupcakes or bundtins! It is common to have a small top tier to cut for photos, but they turn the cupcakes or bundtins into a huge sweet table with other sweet tooth goodness.

King's Table

With the increase in size for wedding parties we have seen different head table layouts – U shape, feasting table, king's table.



His & Hers Cocktails

Wedding couples look for a way to personalize their event. This is a great way to bring in both the bride and groom's personalities. Maybe it's a martini for the bride and a Jack and Coke for the groom. Add a cute sign to the bar for the "Mr. & Mrs. Signature Cocktail" and you're done!

The Rise of the Falling Guest List

The lower guest count trend has continued from 2016 into 2017. Couples are more focused on

ALL the pretty details; big or small. They are able to celebrate the evening with a smaller, close group of guests and 'Wow' them with dramatic décor, detailed centerpieces and table décor, late night snacks, sweet tables, etc. We expect smaller guest counts in 2018 as couples are marrying at an older age and paying for a larger portion on their own.



Couples are getting away from traditional place cards and using a seating chart – vinyl on a mirror, poster board in a frame, or attached to a champagne glass.



Buh-bye to sequins!

These days, couples want their wedding not only to feel personal, but also very comfortable, even cozy, for their guests. It's not just about providing a visual experience but also a tactile one. In addition to being oh-so soft to the touch, velvet evokes warmth and luxury—perfect for a winter wedding (and beyond).



Deep, Rich Hues and Black Accents

Light and airy colors, including blush, mint and peach have been popular for a while (and not just for a spring wedding!) When it comes to 2018 wedding ideas, we're going to see color palettes begin to deepen. Richer, more dramatic hues like burgundy will appear in floral arrangements, and edgy black accents will make an appearance as well. In terms of metallic, gold and copper have been in-demand for a while now and while that likely won't change, we'll start to see more silver and chrome.



Drip Cakes and Doughnuts

This is a bit of a holdover from 2017, but we imagine that drip cakes will still be big in 2018—they pair quite well with the relaxed, Bohemian look. We probably won't see as many naked cakes in 2018 but cakes with a thin layer of buttercream (the semi-naked look) will still make many an appearance at wedding receptions. And don't worry, the doughnut trend won't be going anywhere, though couples may take more creative twists on desserts with ice cream, dessert cocktails and more.



The Cascading Bouquet

A decade ago, bouquets were petite and sweet. For 2018, wedding trends, the bigger the bouquet, the better. While cascading bouquets may evoke images of Princess Diana's massive arrangement, we're talking a more modern look here—and an opportunity for your florist to mix lots of favorite blooms in an array of hues, as well as all that greenery that will still be on-trend for 2018.



Rustic goes Boho with Macramé and Crystals

Going off the whole Bohemian, new-age trend, it's not surprising that macramé and crystals are a big part of 2018 wedding reception trends. Expect to see macramé table runners, bouquet wraps, chair décor and more. We'll also see crystals scattered on tablescapes the way that typewriters and other knickknacks were present at vintage wedding in years past. Stone elements like marble that were popular in 2017 will remain big in 2018 as well.



BANQUET HOSTED EVENTS

Easter, Mother's Day and Thanksgiving Day

Banquet staff hosted three large 2017 facility holiday brunches:

Easter Sunday, April 16

Mother's Day, May 14 and

Thanksgiving Day, November 23

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



663 Easter guests were served,
generating a net profit totaling **\$12,821**

553 Mother's Day guests were served,
generating a net profit totaling **\$9,303.**

409 Thanksgiving guests were served,
generating a net profit totaling **\$6,509.**



2017 Arrowhead Collage

Event Marketing

Print & Web Ads



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

All packages include coffee, tea, iced tea, and choice of soup or salad. Upgrade to passed hors d'oeuvres and bar packages. Less than 5 minutes from St. Daniel.

arrowheadgolfclub.org | 26W151 Butterfield Rd. | 630.653.5802



Where happily ever after starts.
Now booking weddings through 2018.

26W151 Butterfield Rd. | Wheaton




At Arrowhead Golf Club, your story is special.

Experience your first dance beneath the vaulted ceiling in our grand ballroom. Tie the knot at our outdoor ceremony site. The next chapter of your story is up to you.

From first date to engagement, no relationship is the same.

No wedding should be, either.



Butterfield Rd. | Wheaton, IL
630.653.5802
arrowheadgolfclub.org



Where happily ever after starts.
Now booking weddings through 2018.




Don't forget Arrowhead for all your milestone events.
It's the perfect venue to host a wedding, shower, or even a special birthday or anniversary. Contact our event team today at 630.653.5802.



Where happily ever after starts.
Now booking weddings through 2018.
26W151 Butterfield Rd. | Wheaton



At Arrowhead Golf Club, your story is special.

From first date to engagement, no relationship is the same.

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Butterfield Rd. | Wheaton, IL | 630.653.5802
arrowheadgolfclub.org




Receptions | Rehearsals
Showers
Indoor & Outdoor Ceremonies

Butterfield Rd. | Wheaton
arrowheadgolfclub.org




Learn More

2017 Arrowhead Collage

Event Marketing

Print & Web Ads



There's only one wedding per night

So our focus is solely you and your guests

- Spectacular Golf Course Views
- Exquisite Menus & Elegant Extras
- Indoor & Outdoor Ceremonies
- Private Balconies & Verandas
- Rehearsal Dinners & Showers
- New Outdoor Cocktail Party Space

26W151 Butterfield Rd., Wheaton, IL 60189 | 630.653.5802
arrowheadgolfclub.org/weddings



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

SPECTACULAR GOLF COURSE VIEWS • GUESTS UP TO 275
INDOOR & OUTDOOR CEREMONIES • PRIVATE BALCONIES & VERANDAS
REHEARSAL DINNERS & BRIDAL SHOWERS

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



MEETINGS, OUTINGS, & EVENTS

Offering custom corporate meetings, outings, and event packages for up to 200.

Call 630.653.5802 to schedule a tour of our facility with one of our Event Professionals.

Mention this ad and receive a complimentary appetizer in our restaurant and bar following your tour.

26W151 Butterfield Rd., Wheaton | arrowheadgolfclub.org



One couple per evening | Spectacular golf course views
Stunning multilevel clubhouse
Accommodating up to 275 guests
Ask about 2018 incentives and specials.
Contact our professional event team at 630.653.6802
or events@arrowheadgolfclub.org

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



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

Spectacular Golf Course Views • Guests up to 275
Indoor & Outdoor Ceremonies • Private Balconies & Verandas
Rehearsal Dinners & Bridal Showers • New Outdoor Cocktail Space

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5802
arrowheadgolfclub.org/weddings



Your next milestone is just a phone call away.

Showers | Weddings | Ceremonies & Receptions
Golf Outings | Anniversaries | Graduations | Meetings & More

26W151 Butterfield Rd. | Wheaton, IL | 630.653.5802
arrowheadgolfclub.org/weddings




Your happily ever after starts here.

Weddings, Receptions, and Celebrations | Showers | Rehearsal Dinners



Happy holidays!

Make Arrowhead part of your festivities!

- Event Rental Space
- Pro Shop Specials
- Gift Wrapping
- Weekly Restaurant Specials

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

2017 Arrowhead Collage

Event Marketing

Signage

Arrowhead Golf Club ...for your next milestone.

Showers | Wedding Ceremonies and Receptions | Golf Outings

Arrowhead Golf Club

CELEBRATE WITH US

Weddings | Showers
Graduations | Anniversaries

arrowheadgolfclub.org

Eblasts & Social Media

Arrowhead Golf Club | Complimentary Corporate Open House

CORPORATE OPEN HOUSE
Thursday, November 16, 10 AM - 7 PM

Fall has arrived and winter is on its way. At Arrowhead Golf Club, we know this is a good time to honor your fundracers, team-builders, holiday parties, seminars, and luncheons! Make them happen here.



Join us at our complimentary Corporate Open House and view our meeting rooms and sample appetizers. Explore over 13,000-plus square feet of flexible meeting space.

Network with other businesses and organizations. Meet our award-winning professional event staff.

Chat with our PGA golf pros and our Pelican Golf.

Win a foursome of golf, a gift card to our restaurant and bar, and various other prizes.

Whether you're kissing the links with a golf outing, hitting the links with a training seminar, or celebrating with co-workers, let our staff take the stress out of planning.



There's no pressure and no obligation. But chances are you'll leave with one thing in mind:

How soon can I book?

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

RSVP Now!

Space is limited.

Questions?

Contact Kimmie

Email at kimmie@arrowheadgolfclub.org

CORPORATE OPEN HOUSE
Thursday, November 16, 10 AM - 7 PM

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RSVP Now!

Space is limited.

Questions?

Contact Kimmie

Email at kimmie@arrowheadgolfclub.org

Arrowhead Golf Club | Holiday parties

Holiday Parties
A complimentary hot chicken and pepperoni station!

Reserve your party today and receive a complimentary hot chicken and pepperoni station! Eat our steaks with the festive cheer of up to 275 guests and we'll deck the halls with trees, twinkling lights, fresh eggnog and garlands, and the colors of the season.

Whether you're looking for lunch, dinner, or cocktails, our award-winning chef has something to bring you festive holidays. Choose from mouth-watering Beef Sirloin, Chuck Tender, Filet Mignon, Atlantic Salmon, and more. Also have your guests sipping all your plans with a slice of Crusted Candy Cane Cheesecake.



Reservations begin when you book and our festive table also will provide a complimentary hot chicken and pepperoni station.

Minimum 10 days. Contact 630.653.5800 or events@arrowheadgolfclub.org to speak with our professional event team.

Helpful Links: Post It > Tweet It > Forward >

- Wharton
- Park District
- Athletics
- Cosley Zoo
- DuPage County
- Historical Museum
- Lincoln
- Marsh
- Natural Area
- Parks Plus
- Fitness Center
- Play For All, Sensory Playground

Arrowhead Golf Club | 26W151
Rutledge Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org
Photography copyrighted by photographer

Arrowhead Golf Club | Get married on New Year's Eve

Say "I Do"
on New Year's Eve!

Arrowhead has a unique opportunity for one couple to host their wedding inside the amazing ballroom on New Year's Eve.

The New Year's Eve Package, starts at only \$59 per person* and includes an exquisite four-course dinner, four hours of open bar, wine, champagne toast at midnight, wedding cake and a late night snack.

*minimum does apply

Contact our event planners today at 630.653.5802 or events@arrowheadgolfclub.org

Helpful Links: Post It > Tweet It > Forward >

- Wharton
- Park District
- Athletics
- Cosley Zoo
- DuPage County
- Historical Museum
- Lincoln
- Marsh
- Natural Area
- Parks Plus
- Fitness Center
- Play For All, Sensory Playground

Arrowhead Golf Club | 26W151
Rutledge Road | Wheaton, IL 60189
630.653.5800 | Fax: 630.653.5864
arrowheadgolfclub.org
Photo credit: Lilly Photography

Arrowhead Golf Club

Your next milestone's just a few miles away. Call 630.653.5800 or visit arrowheadgolfclub.org to get started.

Arrowhead Golf Club

Happily ever after starts here.

Arrowhead Golf Club

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

Spectacular Golf Course Views
Guests up to 275
Indoor & Outdoor Ceremonies
Private Balconies & Verandas
Rehearsal Dinners & Bridal Showers
New Outdoor Cocktail Space

Arrowhead GOLF CLUB

- About
- Golf Course
- Restaurant & Bar
- Weddings & Social Events
- Corporate Meetings

Restaurant Reservations
 Submit an Event Inquiry
 Book a Tee Time

f t

Search ...

An Exclusive Golf Club Feel

From the first blossoms of spring to the last leaves of autumn, the beautiful and meticulously manicured 27-hole course is picturesque in all seasons.

Arrowhead Restaurant and Bar features fresh and handcrafted American fare with a unique touch, and our extensive craft beer and wine menu perfectly complements the innovative cuisine. Additionally, Arrowhead's stunning clubhouse and grounds are the perfect setting for your casual or elegant event.



Home About Search Twitter Have an account? Log in

Welcome to Arrowhead Golf Club

Arrowhead GOLF CLUB

Tweets 359 Following 472 Followers 650 Likes 27 Lists 21

Follow

Arrowhead Golf Club @ArrowheadGC

Open to the public. Award-winning 27-hole golf course, magnificent banquet facilities, flexible meeting space, and the delicious Arrowhead Restaurant and Bar.

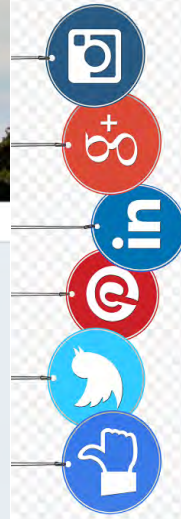
Wheaton, Illinois
 arrowheadgolfclub.org
 Joined November 2009

Tweets Tweets & replies Media

Arrowhead Golf Club @ArrowheadGC · 31 Mar 2017
 We're open for business...all 27 holes! Shake off the rust and book your tee time online at arrowheadgolfclub.org, or call 630.653.5800

Arrowhead Golf Club Retweeted

Joe biggs @joebiggs10e · 14 Oct 2016
 Getting a nice Friday round in at @ArrowheadGC #DriversDriver - at Arrowhead Golf Club



Arrowhead Golf Club @arrowheadgolfclub

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Whiskey Dinner
 Friday, February 23 | 6:30-8:30P
 Four-course dinner, each uniquely paired with a Town Branch Whiskey

Liked Following Share Send Message

Photos

Golf Course & Country Club in Wheaton, Illinois
 Open Now

ABOUT ARROWHEAD GOLF CLUB

Our Story
 From the minute you drive up to the beautiful new club house and redesigned golf course, you know it. See More

Arrowhead Golf Club has a reputation in the community for being the place-to-go for golf, dining and events. The community contributes in making Arrowhead their place-to-be and shares in the pride of what Arrowhead represents to the area.

Marketing efforts always concentrate on maintaining its *strong brand image* among the competition. In 2017, the Marketing Team established clear guidelines to Arrowhead's branding. Approved logo, font and color tones, etc. have been established that provide direction and motivation to staff and lend a competitive edge in marketing, easy introduction of new events and menus, and enhance Arrowhead's image.

Arrowhead's website was redesigned in 2017 in a WordPress format. Updated event photos, menus, golf rates and golf score-card are all easily accessed from mobile devices that have become indispensable to business today. The enhanced website is easy for visitors to navigate and share any post they come across on Arrowhead's website. When posts are shared, it boosts credibility and popularity of Arrowhead's brand. Analytics report daily statics about traffic, number of daily visitors of each.

The following pages will list highlights of marketing initiatives and projects that were undertaken in 2017.

MARKETING OVERVIEW

RESTAURANT, BAR AND EVENTS

Print Advertising

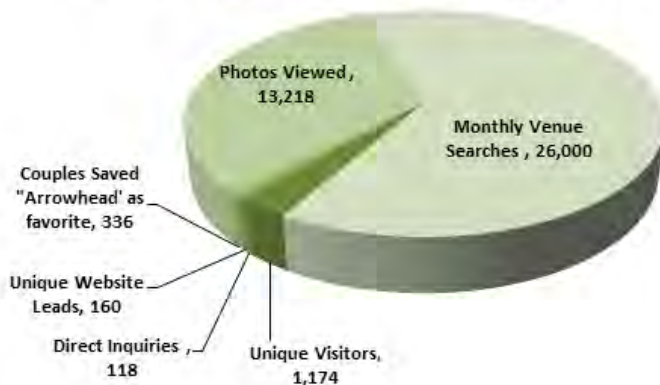
Print advertising includes local and regional publications such as Suburban Life Newspaper, West Suburban Living Magazine, Naperville Magazine, Danada Life Magazine and Inside Wheaton Magazine. In addition, we promote our facility through local directories such as DuPage Convention & Visitors Bureau Visitors Guide, Naperville Chamber, and Wheaton Chamber. Wedding specific publications include Chicago Bride, The Knot, Wedding Wire, Chicago Style Weddings, Wedding Resource, GLG, and Here Comes the Guide.

Website Advertising

Website advertising plays a large part in our marketing success. Web advertising includes paid listings on Yelp.com, and Uniquevenues.com. In addition, unpaid listings include events.com, foodio54.com, gatheringguide.com, googlemaps.com, superpages.com, here-schicago.com, manta.com, and eventective.com.

Arrowhead's presence on many event websites and directories provide us with direct leads coming straight to our site or through email. Below is an example of the

Leads from Weddingwire.com-2017



number of leads that are generated through Weddingwire.com.

Eventective

Through YELP.com, Arrowhead received 7,831 user views. 1,896 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 up from 7,466 in 2016 but the number of reviews that guests posted increased for a total of 128. Below is an example of a few of those reviews:

Lauren R. / Naperville

For our wedding...So glad we picked the right place for our wedding! The food was sensational and our guests just kept talking about how good it was. They said they couldn't believe how great the food and staff was. We had a wedding with over 200 guests and we didn't hear 1 person have a complaint about the venue. Alexis was AMAZING to work with, the entire time, and she was so great about getting back to me whenever I had questions. She was flexible and made the whole process so much less stressful. Alexis truly made our wedding a night we will never forget. We wouldn't have changed a thing!

Anthony P / Wheaton

Perfect location for golf, lunch, dinner, watching the games on multiple TVs. Clubhouse better than many private clubs. Pro shop, training, party rooms and great banquet hall for weddings etc. Had my wedding there.

Kim / Lombard

My family made Easter reservations for the first time at this place. Food was amazing! Had everything from sushi to an omelets station to breakfast items and meats. I cannot remember our servers name but she was so nice!! Everything was so great we made reservations for Mother's Day brunch too

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 54 eblasts were distributed to our database with an open rate of 27%.

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 has added 2 Instagram accounts: Golf with 142 followers and Weddings with 339 followers. 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. To date, there are 2,492 followers in total.

MARKETING OVERVIEW

RESTAURANT, BAR AND EVENTS

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.

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

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 holidays. 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 Monday \$6 Burgers, Fish Fry Fridays, Kids Eat Free on Wednesdays

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. In 2017, there were 835 inquires.

Mobile Text Campaign

In 2017, we adjusted the incentive for the mobile text campaign to be more in-line with other competing restaurants. When a patron signs up to be a mobile subscriber, they automatically receive a free appetizer.

In 2017, we distributed a total of 16 mobile text campaigns that recruited a total of 752 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.

Touch screens displayed at the restaurant entrance had a total of 61 people that, through their interaction with the screen, clicked through to the Arrowhead website

MARKETING OVERVIEW

RESTAURANT, BAR AND EVENTS

Website Traffic and Statistics

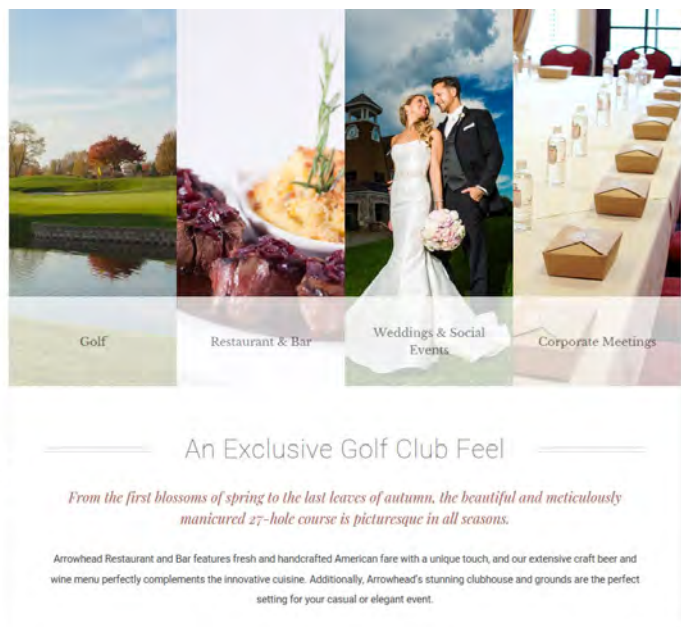
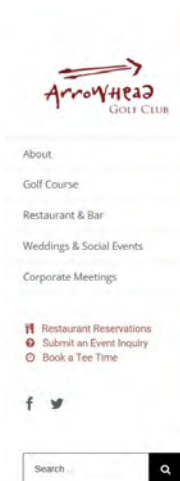
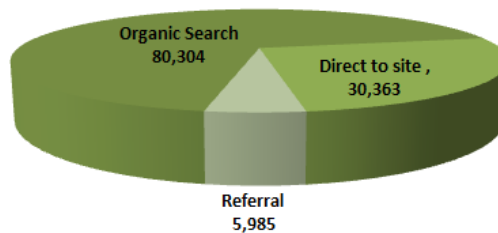
In 2017, Arrowheadgolfclub.org had more than 266,826 page views. The following is a recap showing the pages most viewed on the site. 68% were viewed from a desktop computer, 18% from a mobile phone and 14% from a tablet.

Top website referrals include;

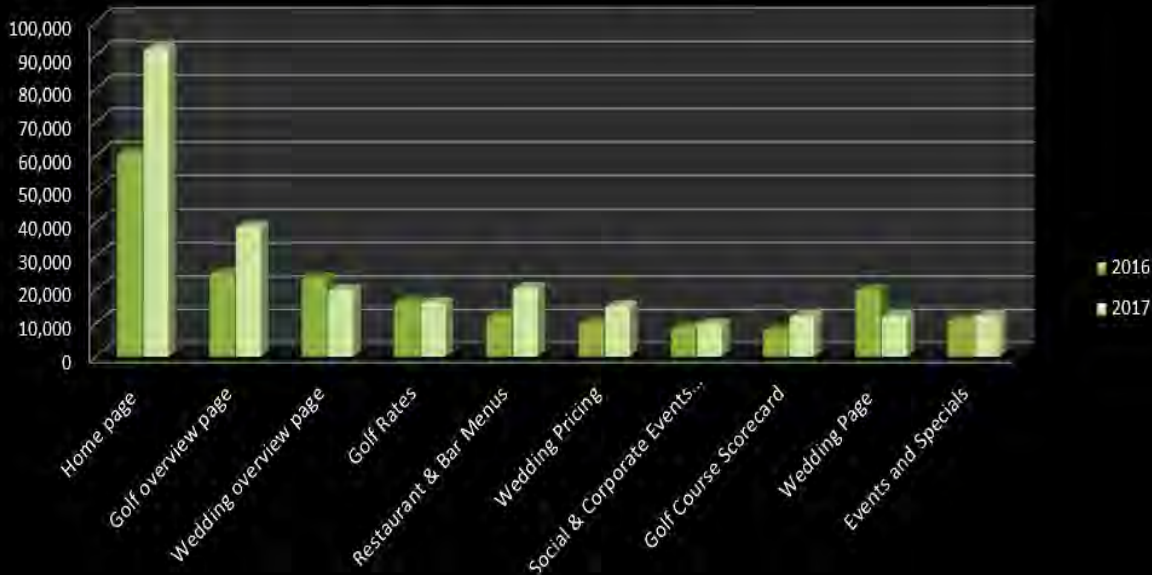
- Facebook
- Yelp
- Inet (WPD intranet)
- Constant Contact
- Search.sfinity.com (homescreen)
- Here Comes the Guide
- The Knot

In 2017, Arrowhead's website was redesigned and moved to a WordPress format. Arrowheadgolfclub.org saw 330,289 page views; an increase of 63,000 over 2016.


Top 10 Website Traffic Sources




Website Traffic 2017 vs 2016 After Website Redesign



ARROWHEAD GIVES BACK



Chefs' Culinary Challenge
A Fundraising Benefit for the
West Suburban Community Pantry



**Culinary
MELTING POT**

The Art of Fusion Food
6th Annual Chefs' Culinary Challenge
Sunday, October 22, 2017
5:00 PM
Chicago Marriott Naperville

Please Join us for an Evening of
Fabulous Food from Top Chicagoland Chefs!

This year's Chefs' Culinary Challenge features:

- Silent & Live Auctions
- Hors d'Oeuvres, Entrees, & Desserts from top Chicagoland Chefs
- A Guest Mixologist

Vote for your favorite chef!

Tickets: \$125 per person

Sponsorships are available and Silent Auction items are welcome!

For more information contact Paula:
pgleason@wcpinc.org
630.222.3403
wcpinc.org

All proceeds benefit the West Suburban Community Pantry, a 501(c)3 organization,
6809 Hobson Valley Drive #118, Woodridge, IL 60517 • wcpinc.org



Arrowhead's Executive Chef Alan Pirhofer participated in *West Suburban Community Pantry's 6th Annual Chefs' Culinary Challenge* Sunday, October 22, 2017 at Chicago Marriott Naperville. More than 200 guests were served gastronomic food items as funds were raised to provide food for the hungry and resources to empower persons to improve their quality of life.

The event's theme was "Culinary Melting Pot/the Art of Fusion Food" where Chef Alan prepared:

Sticky Chinese Pork Belly (Char Siu)
Brabant Potatoes (Louisiana Fries)
Creole Asparagus
Asian Micro Greens



Northeastern Illinois Agency on Aging held their *26th Annual Meals on Wheels Celebrity Chef Brunch* November 5, 2017 at Drury Lane. Arrowhead's Executive Chef Alan Pirhofer participated once again in serving dinner to more than 500 guests. 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 the organization strives to keep seniors safe in their homes assured of at least one nutritious meal a day, every day. Funds are raised 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:

Crispy Cider Pork Belly
Apple Brandy Sauce
Creamy Polenta
Micro Greens



Holiday Meals on Wheels

ARROWHEAD GIVES BACK –2017

Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated golf gift certificates in 2017 to many local causes, most of whom are listed below:

Addison Park District	Geneva Park Foundation	Paul Fabri Memorial golf classic
Aldo Sulli fundraiser	Glen Ellyn rotary	Pelican Golf
Alex's Lemonade Stand	Glenbard South HS	Peoples Resource Center
Animal Rescue Foundation	Glenview Park District	Pleasant Hill Elementary
Arbor View PTC	Goombay Bash H Foundation	Rally for the Cure - Jeanne Wasser
Avon 39 for breast cancer	Hands of Hope Hospice	Ronald McDonald House
Bartlett Park District	Hanover Park Park Foundation	Rotary Christmas Inn
Becky's Warriors	Hoffman Estates Park District	Sandburg Elementary
Benedictine Police	IAPD golf outing	Schaumburg Park Foundation
Bloomington Chamber of Commerce	Inspire Dreams Foundation	Schaumburg Rotary
Bombshell Bullies	IPRF	Sharing Connections
Bower Elementary	Jean Schlinkman - Rotary	SIU golf fundraiser
Briar Glen Elementary	Jeff Barton Memorial	Spectrios
Bunkers In Baghdad	Jefferson Preschool	St. Francis HS for Spring Fundraiser
Carol Stream Chamber	Johnson Elementary School	St. James the Apostle (Sheri Rovansek)
Carol Stream Rotary	Juvenile Diabetes Foundation	St. Joan of Arc
Carol Stream Travel Softball Assoc.	Kane County Chief Association	St. John the Baptist Church
CASA of DuPage	Kiwanis	St. Michaels
Casino Night	Knights of Columbus	St. Michaels - Trivia night
Catholic Charities	Lee Wulff Chapter of Trout Unlimited	Synapse House
CHAD	Lions Club	Teen Parent Connection
Channahon Park District	Lions Club Christmas	The Cradle
Chicago Marriott	Lisle Park District	Tinley Park Park District
Clare Woods Academy	Longfellow School	TriCity Services
College of DuPage	Longfellow Cubs Scout Pack #163	Trinity Episcopal Church
Comprehensive Land Procurement	Longfellow Elementary	VFW Judd Kendall Post
Connection of Friends	Lowell Elementary	Waukegan Park District
Conservation Foundation	Madison Elementary	WDSRA - Red Black Bash
Cosley Classic	Marianjoy	WDSRA Charlie Long golf outing
Deerfield Park District	Markland	We Grow Dreams
DeKalb park district	Mary Lubko Center GALA	West Chicago Park District
Donka	Meals on Wheels	West Suburban Community Pantry
DuPage Convalescent Center	Metropolitan Family Services	West Suburban Humane Society
DuPage County 4H Foundation	Midwest Shelter for Homeless Veterans	Westin (gift card exchange)
DuPage Foundation	Milton Township	Wheaton Chamber (best of Wheaton)
DuPage Medical Group	Misericordia - Daniel Kollker	Wheaton Junior Woman's Club
DuPage Pads	Mundelein Park District	Wheaton Municipal Band
DuPage Symphony Orchestra	Mutual Ground Food for thought	Wheaton VFW
Edward Foundation	NAMI	Whittier
Elmhurst Park district	New 200 Foundation	Wiesbrook Elementary -fun fair
ESSE	Northern IL Food Bank	Winfield Park District
Evangelical child and Family agency	Northwestern Medicine	WSSR
Executive Directors Luncheon	NWCSRA	WWS High School
Family Shelter Services	On Par	WWS HS - band fundraiser
First United Methodist Church	Oswego Land Park District	WWSHS - Orchestra fundraiser
Franklin Middle School	Palatine Park District	YMCA
Franklin Middle School Band	Park District of Highland Park	

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 2017	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>	\$8,362	\$2,508
COMMUNITY <i>Space given to groups such as WWSHS or Chamber.</i>	\$3,552	\$284
RECREATION <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	\$17,581	\$1,230
Total Donation from Arrowhead Golf Club	\$29,495	\$4,022

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.

2017 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>	\$56,929
COMMUNITY <i>Includes Wheaton Park District affiliates such as Wheaton Chamber, WWSHS, WDSRA</i>	\$6,299
COSLEY FOUNDATION <i>Includes events such as the Cosley Golf Outing, Paws for Breakfast, and other special meetings and events.</i>	\$27,403
RECREATION <i>Sports and Rec Meetings, Holiday Party and other special events.</i>	\$16,351
Total Donation from Arrowhead Golf Club	\$106,982

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 2017	WWSHS	WNHS	TOTAL
Rounds	432	434	866
Green Fees	\$7,560	\$7,595	\$15,155
Range Balls	\$2,160	\$2,170	\$4,330
Total	\$9,720	\$9,765	\$19,485



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	\$ 256,891
Golf Maintenance	\$ 138,728
Golf (Pro Shop, Ranger, Starter)	\$ 149,345
Kitchen	\$ 128,855
Restaurant	\$ 225,964
Beverage Cart	\$ 12,699
Banquet	\$ 85,868
Custodian	\$ 18,894
TOTAL	\$ 1,017,244

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 350 PAWS breakfasts were served in 2017.

Cosley Classic Golf Outing 2016 and its 185 golfers, sponsors silent auction, gimmick holes, raffle and mulligans raised more than \$38,645 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.

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

ARROWHEAD GIVES BACK—2017 TOTAL VALUE

Donated Meeting Space	\$ 29,495
Discounts to WPD and Affiliates (Cosley shown separately)	\$ 79,579
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$19,485
Cosley Foundation Fund Raising	\$27,403
Employment	\$1,017,244
TOTAL Value Arrowhead Gives Back	\$1,173,206

Banquets and Events

Office Personnel

- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irate customers (5.) Workplace violence
- ◇ Staff has taken the CPR Certification class offered through the park district.
- ◇ 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.) Irate customers (5.) Workplace violence
- ◇ All leadership staff has taken the CPR Certification class offered through the park district.
- ◇ 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.
- ◇ All full-time office staff attended and successfully graduated from Leadership Academy.

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.) Irate 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.) Irate 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

2017 YEAR-TO-YEAR COMPARISON

	2017	2016	2015	2014	Average
Administration					
Revenue	\$54,107	\$40,540	\$11,164	\$42,432	\$37,061
Expense	(\$943,906)	(\$969,811)	(\$940,075)	(\$835,306)	(\$922,275)
Net	(\$889,709)	(\$929,271)	(\$928,911)	(\$792,874)	(\$885,214)
Parks Maintenance					
Expense	(\$23,416)	(\$12,492)	(\$32,333)	\$23,110)	(\$22,838)
Net	(\$23,416)	(\$12,492)	(\$32,333)	(\$23,110)	(\$22,838)
Pro Shop & Golf Fees					
Revenue	\$2,277,230	\$2,236,854	\$2,278,998	\$2,203,872	\$2,246,238
Expense	(\$1,008,951)	(\$652,881)	(\$653,708)	(\$664,459)	(\$745,000)
Net	\$1,258,278	\$1,583,973	\$1,623,290	\$1,539,412	\$1,501,239
Golf Maintenance					
Revenue	\$1,375	\$6,000	\$12,869	\$175,000	\$48,811
Expense	(\$1,089,198)	(\$1,001,980)	(\$928,337)	(\$903,339)	(\$980,714)
Net	(\$1,087,823)	(\$995,980)	(\$915,468)	(\$728,339)	(\$931,903)
Food & Beverage					
Revenue	\$5,359,400	\$5,426,437	\$5,331,871	\$5,371,765	\$5,369,868
Expense	(\$4,449,087)	(\$4,372,487)	(\$4,243,681)	(\$4,203,728)	(\$4,317,246)
Net	\$900,312	\$1,053,949	\$1,088,191	\$1,168,037	\$1,052,622
Cross Country Ski					
Revenue		\$2,877	\$7,543	\$26,314	\$12,245
Expense	(\$837)	(\$1,006)	(\$8,228)	(\$8,440)	(\$4,628)
Net	(\$827)	\$1,871	(\$685)	\$17,874	\$4,556
ALL					
Revenues	7,692,112	7,712,708	7,640,445	7,819,383	7,714,223
Expenses	7,515,395	7,010,657	6,806,362	6,638,382	6,992,701
Net	\$176,717	\$702,051	\$834,083	\$1,181,001	\$718,463
Skate Caddies	\$20,700**				
Banquet Chair Purchase	\$23,500**				
Golf Cart Purchase	\$343,000 *				
Net 2017	\$563,917				

** One time purchases included in expenses but not capitalized.

*New fleet of golf carts was purchased in December 2017 to avoid a depreciated value on our golf cart trade-in if purchased/trade-in was made in March 2018 as originally scheduled.

Figures for 2017 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 2017

	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	\$4,483	\$901	\$1,503	\$1,917	\$5,242	(\$1,319)	\$4,809	\$2,092	\$11,297	\$4,769	\$3,375	\$9,426	\$54,107
5-Expenses	(\$49,054)	(\$95,734)	(\$97,383)	(\$62,425)	(\$74,783)	(\$88,650)	(\$73,787)	(\$74,688)	(\$115,615)	(\$56,316)	(\$78,544)	(\$109,408)	\$943,906)
000-Administration Total	(\$44,571)	(\$94,833)	(\$95,880)	(\$60,509)	(\$69,542)	(\$89,338)	(\$68,978)	(\$72,595)	(\$104,318)	(\$51,547)	(\$75,169)	(\$99,982)	(\$889,798)
101-Parks Maintenance													
5-Expenses	(\$1,339)	(\$1,131)	(\$2,467)	(\$1,132)	(\$7,757)	(\$1,940)	(\$1,131)	(\$1,132)	(\$2,484)	(\$1,186)	(\$1,142)	(\$2,469)	(\$23,416)
101-Parks Maintenance Total	(\$1,339)	(\$1,131)	(\$2,467)	(\$1,132)	(\$7,757)	(\$1,940)	(\$1,131)	(\$1,132)	(\$2,484)	(\$1,186)	(\$1,142)	(\$2,469)	(\$23,416)
601-Golf Maintenance													
4-Revenues												\$1,375	\$1,375
5-Expenses	(\$40,181)	(\$41,597)	(\$112,107)	(\$81,190)	(\$152,445)	(\$115,923)	(\$87,275)	(\$96,546)	(\$137,454)	(\$70,002)	(\$62,309)	(\$99,265)	(\$1,089,198)
601-Golf Maintenance Total	(\$40,181)	(\$41,597)	(\$112,107)	(\$81,190)	(\$152,445)	(\$115,923)	(\$87,275)	(\$96,546)	(\$137,454)	(\$70,002)	(\$62,309)	(\$97,890)	(\$1,087,823)
611-Pro Shop/Golf Fees													
4-Revenues	\$15,738)	\$66,870	\$192,334)	\$226,595	\$251,320	\$316,983	\$359,162	\$351,623	\$305,361	\$154,444	\$30,100	\$7,500	\$2,267,230
5-Expenses	(\$2,391)	(\$30,423)	(\$92,512)	(\$48,576)	(\$74,675)	(\$63,475)	(\$51,914)	(\$98,840)	(\$63,913)	(\$74,850)	(\$36,417)	(\$380,260)	(\$1,008,951)
611-Pro Shop/Golf Fees Total	\$13,348	\$36,448	\$99,822	\$178,020	\$176,646	\$253,508	\$307,248	\$251,783	\$241,448	\$79,594	(\$6,318)	(\$372,760)	\$1,258,278
612-Food and Beverage													
4-Revenues	\$216,307	\$223,318	\$361,473	\$413,264	\$533,884	\$635,433	\$633,557	\$567,996	\$590,613	\$464,301	\$352,989	\$349,819	\$5,349,400
5-Expenses	(\$192,013)	(\$277,980)	(\$429,552)	(\$300,704)	(\$369,118)	(\$446,751)	(\$414,605)	(\$406,345)	(\$510,177)	(\$323,602)	(\$357,861)	(\$469,485)	(\$4,449,087)
612-Food and Beverage Total	\$24,294	(\$54,662)	(\$68,079)	\$112,560	\$164,766)	\$188,682	\$218,952	\$161,651	\$80,436	\$140,699	(\$4,872)	(\$119,666)	\$900,312
613-Cross Country Skiing													
4-Revenues													
5-Expenses	(\$620)	(\$20)	(\$20)	(\$20)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$612)	(\$20)	(\$20)	\$837)
613-Cross Country Skiing Total	(\$620)	(\$20)	(\$20)	(\$20)	(\$21)	(\$21)	(\$21)	(\$21)	(\$21)	(\$612)	(\$20)	(\$20)	(\$837)
Grand Total	(\$49,069)	(\$155,795)	(\$178,731)	\$147,729	\$111,647	\$234,338	\$368,796	\$244,140	\$77,067	\$96,946	(\$149,830)	(\$692,787)	\$176,717
													<u>Golf Cart Purchase</u> \$343,000
													Net 2017 \$519,717

2017



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