



**Arrowhead**  
GOLF CLUB

**Annual Report**  
**2018**

The logo for Arrowhead Golf Club features a stylized black arrow pointing to the right, positioned above the word "Arrowhead" in a bold, black, sans-serif font. Below "Arrowhead" is the text "GOLF CLUB" in a smaller, black, sans-serif font. At the bottom of the block, the words "Annual Report" and "2018" are written in a large, bold, red serif font.



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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" our guests. Staff is passionate in updating offerings, refreshing older events and developing new opportunities for people to enjoy everything Arrowhead has to offer. In 2018 a new electronic sign and message board was installed at the entrance along Butterfield Road. The sign draws attention to the facility and allows us to highlight special offerings while welcoming guests. Also in 2018 the clubhouse welcomed a golf history display in the entrance area to the restaurant and bar. This display highlights the history of golf and the importance of Wheaton in the growth of the game. Staff were excited to partner with the team from the Dupage County Historical Museum to make this possible.

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 successes 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 hosting 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 while the rebuilt Arrowhead clubhouse celebrated its 10th anniversary in May.

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

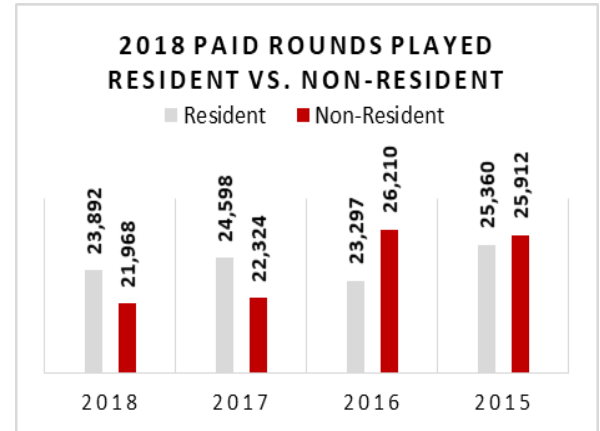
numerous people for a casual outdoor space to enjoy time with friends after a round of golf. It also serves as a location for gathering before golf outings and gives another place that can be available for rental.

**2018 saw the opening of a new tee box on number nine West**, the installation of a beautiful new entrance sign, replacement of deteriorating concrete stairs around the clubhouse and the opening of a new halfway house trolley.

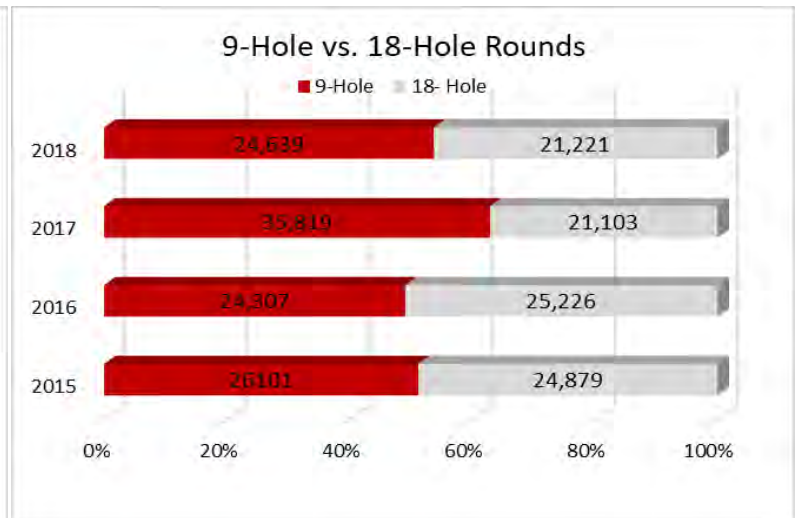
The community has been a strong supporter in the success of Arrowhead Golf Club as it has become a place where neighbors meet and families gather to celebrate weddings and special occasions.

# ANNUAL PAID GOLF ROUNDS

- o Once again, residents made up the majority of our play in 2018
- o There were 8% more resident paid rounds than non-resident
- o The majority of open tee times are played by non-residents



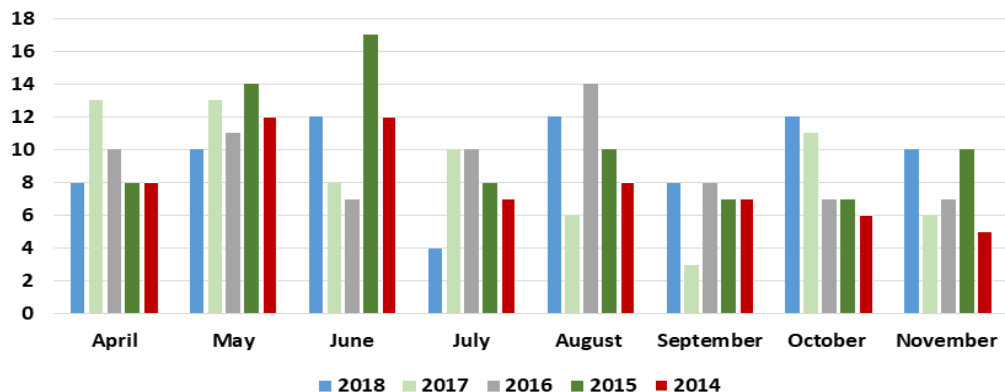
Annual Paid Rounds	2018	2017	2016	2015	2014
Paid Rounds	45,860	46,922	49,533	50,980	49,988
Change from Previous Year	-2.3%	-5.2%	-2.8%	2%	1.3%





# METEOROLOGICAL CONDITIONS

Monthly Days with Precipitation 2014-2018



Arrowhead averaged **73 days** of meaningful precipitation over the past five years (2014-2018)

## Days Closed Due to Weather:

There were only two days from May through September when the course was closed (less than 37 rounds played, as defined by the National Golf Foundation) as compared to the long term average of three days. However, unusually cool spring and fall seasons coupled with a wet summer had a significant impact on rounds played on many days.

## Meteorological Conditions for 2018:

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:** Temperatures averaged near normal with snowfall also close to historic averages.

**February:** Nine consecutive days of measurable snow tied a record for any month in our area as the month finished as the fifth wettest and ninth snowiest February on record.

**March:** The highest temperature for the month was only 58 degrees which was colder than the warmest temperature in December, January or February. That hadn't happened since the winter of 1899-1900.

**April:** The coldest April since 1907 and fourth coldest on record.

**May:** **The wettest May in the 148 years of record keeping in our area.** It was also the third warmest with the hottest Memorial Day weekend ever, the second warmest May high of all time and the hottest single day in six years.

**June:** **The sixth wettest June** on record with almost twice the expected precipitation. It capped off the first half of the year which went into the books with the second highest amount of precipitation in history.

**July:** The driest July since 1941 and seventh driest ever with temperatures averaging well above normal.

**August:** **Twelve days of impactful rain were the third most in the last 15 years.** Total precipitation was 30 percent above normal.

**September:** The month started with rain on six of the first eight days and included the wettest Labor Day on record. It also saw a record high on the 20th and the earliest frost in six years on the 29th.

**October:** Precipitation for the month was 50% above normal and the last 21 days averaged more than seven degrees below average.

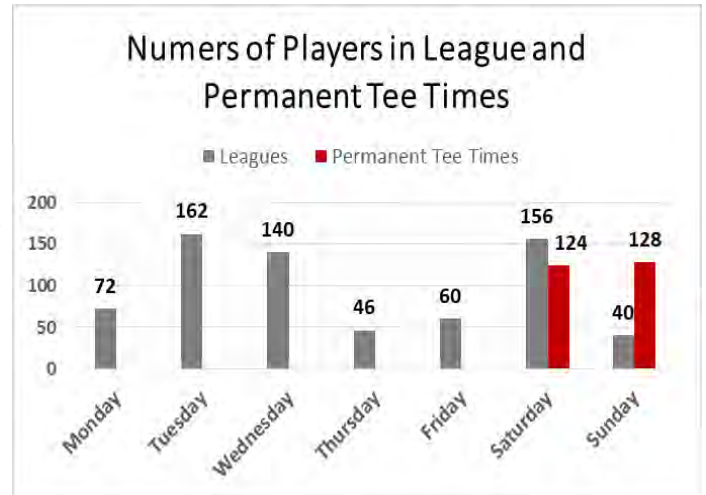
**November:** **The cloudiest November in 26 years** with only two days seeing temperatures reach the expected high. It was also one of the snowiest on record with over 12 inches falling compared to the 1.5 inches that are normal.

**December:** Slightly above normal temperatures with precipitation running about 150% for normal

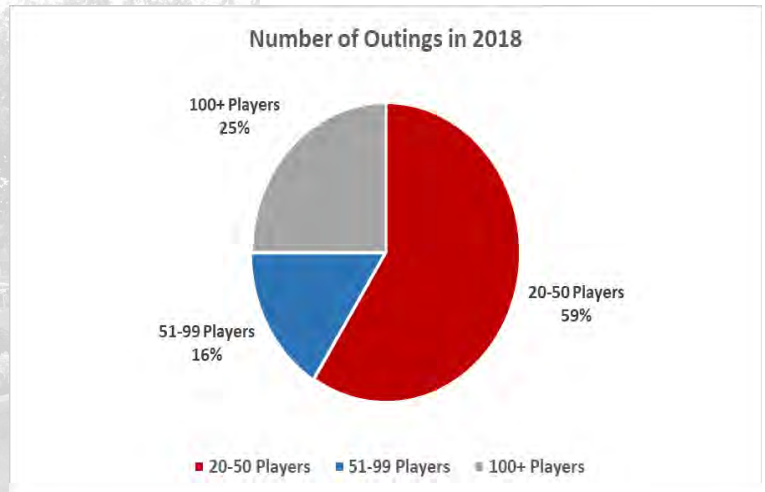
**2018 was the fourth wettest in history with almost 130% of the average falling during the year. Almost half of this fell during the heart of the golf season with over 22 inches coming down in May, June and August.**

# WEEKLY GROUPS

- o There are **10** leagues that play weekday mornings.
- o There are **8** leagues that play weekday afternoons.
- o Our couples league plays Saturday afternoons and continues to be very popular with a total of **78 couples participating**. Wheaton residents represent the majority of participants but more and more non-residents join every season.
- o PGA Junior League had **40 participants** in 2018.



## GOLF OUTINGS



- o Outings are considered to be an organized event of 20 or more players utilizing one of our food packages or arranging plans through the restaurant for pre/post golf meals.
- o We hosted **71 golf outings in 2018** versus 72 in 2017. Forty two of these had less than 50 players with many of these being less formal events in the restaurant. Eleven were mid-sized groups (51-100) and 18 were large groups of more than 100 players. All of the mid and large-sized groups had food and beverage packages booked through the event department.
- o We had 4,600 total golfers participate in outings' over the 4,250 in 2017.
- o Of the **29 large** and mid-sized groups, 16 were fundraisers, 11 were corporate or association events and 2 were social. Four of these groups were new to Arrowhead in 2018.



# GOLF LESSONS



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.

**508 golf lesson hours** were taught in 2018.

This total includes 200 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.



Arrowhead's Junior League continued to be popular in 2018 with **40 juniors** participating in the program. 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 2018 All-Star team competed against teams for a variety of other courses at White Eagle Country Club in Naperville. The new playoff format wasn't ideal for our team but the kids had a great time traveling to a private club and experiencing a new form of competition.

	2018 Gross Sales	2017 Gross Sales	2018 Profit Margin	2017 Profit Mar- gin	2018 Profit Dollars	2017 Profit Dollars
Hard Goods	\$6,451	\$6,246	48%	43.8%	\$3,067	\$2,736
Golf Balls	\$56,522	\$57,927	28%	31.1%	\$15,866	\$18,007
Soft Goods	\$73,029	\$76,977	41%	43.6%	\$29,623	\$33,537
Total Sales	\$136,002	\$141,150	36%	38.5%	\$48,556*	\$54,280*

Soft goods consist of wearable while hard goods are equipment.

## MERCHANDISE SALES



\*Not included above is an additional \$25,000 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”** - Held March 12th, 30 women attended this event for an evening of wine and golf talk with the professional staff. This year featured golf specific stretching techniques from the staff at Parks Plus Fitness, free skin care samples and discounts in the pro shop.

**Men’s Night Out** - Held on March 5th, 35 men attended this event hosted by the professional staff to give guys the chance to sample some beer and find out what the new year will bring at Arrowhead. This year focused on upcoming rules changes and included a lawn care segment with Justin Kirtland as well as discounts in the pro shop.

**Antlers Club** - Designed to reward our most loyal event participants, this group of 13 avid golfers take part in a year long putting tournament as well as regular par 3 events. It provides an extra level of competition and is open to anyone who plays in at least three of our four annual tournaments.

**Couples League** - This is an in-house summer long competitive league where couples play a scramble each week against another couple. Points are accumulated throughout the summer and a champion is crowned at an end-of-the year social event. There were 156 participants in 2018 as the group continues to grow.

**Kickoff Classic** - This event continues to gain in popularity as 40 players took part in this early season tournament. Two person teams compete in the fun “shamble” format at 50% of total handicap.

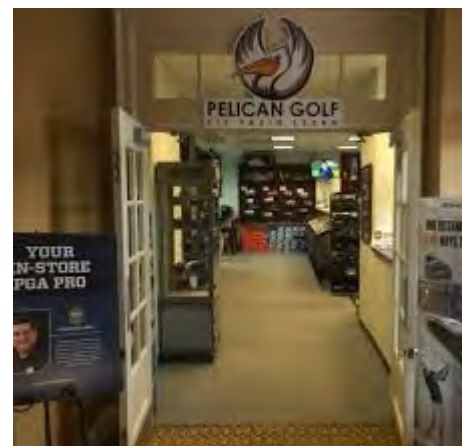
**Club Championship** - This is a 36-hole stroke play event to determine the Arrowhead Club Champion in four different divisions. Champions are crowned in gross and net divisions for both regular and senior age brackets. Players are invited to bring a guest to an awards dinner that is shared with the couples league. There were 34 participants in 2018.

**Three Person Scramble** – This has become our most popular event of the season with 48 players competing in this handicapped event which pits three person teams against each other in a scramble format. This was the ninth annual event and concludes with a meal.

**Brutal Cup** - This is 27-hole Ryder Cup style event played between two randomly drawn teams. The event is played in November when the weather has the potential to be “brutal.” 36 players took part in this year’s event on an early November day that was cool but not “brutal” by our standards.

**CanHead Cup**- This Ryder Cup style event consists of a team from Arrowhead competing against a team from Cantigny. 18-holes were played at each facility with contestants sharing a meal after each round. The team from Arrowhead was victorious for the third consecutive year in 2018.

Trophies are awarded to winners and runners up in the Club Championship but most prizes and all weekly events are paid out in merchandise certificates to the pro shop.



2018 marked the third year of Arrowhead's partnership with Pelican Golf. Pelican Golf leases space 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.

The partnership changed again in 2018 as Pelican Golf took over the sale of shoes and golf bags in the pro shop. These are two areas that have provided very limited profits for us in the past and their ability to offer a greatly expanded selection in both categories was appreciated by our customers.

A mutually advantageous event came April 21 when more than 200 members of the general public registered for the Demo Day. 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. Cool temperatures and rain kept the crowds from being larger but the event was fun for everyone who did attend.

The lease agreement was reworked this year in an attempt to help Pelican become profitable. The lease payment was reduced to \$25,000 per year and the small percentage of sales commission that we had been making was eliminated.

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.

# FACILITY 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. A large part of our ongoing success can be directly attributed to our never ending commitment to improving the facility. Projects and improvements this year include:

The addition of a **new entrance sign on Butterfield Road**. This beautiful new sign and message board draws attention to the facility from the thousands of people who pass by every day. It also allows us to highlight special events and promotions that many people would not otherwise know about.

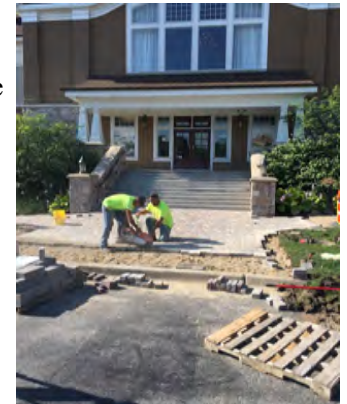
**Wood floors and the bar top were buffed and sealed** in the Champions Room, restaurant, and on the banquet dance floor at various times throughout the year. These jobs are done by Arrowhead staff at a significant savings.

The entire **parking lot was seal coated and striped** in the fall. This project needs to be done every few years and is completed in 4 or 5 stages to allow the majority of parking spaces to remain open to the public.

A new **halfway house trolley** was put into service at the start of the golf season. The new trolley look is visually appealing while the larger size allows us to serve the public a wider array of products while providing a much better work environment for our staff.



Deteriorating **concrete staircases** around the outside of the building. These areas had been crumbling for a few years and needed to be repaired.



# GOLF COURSE PROJECTS

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. In 2018, we replaced a bank mower, sand pro, verti-drain, beverage cart and two utility vehicles.

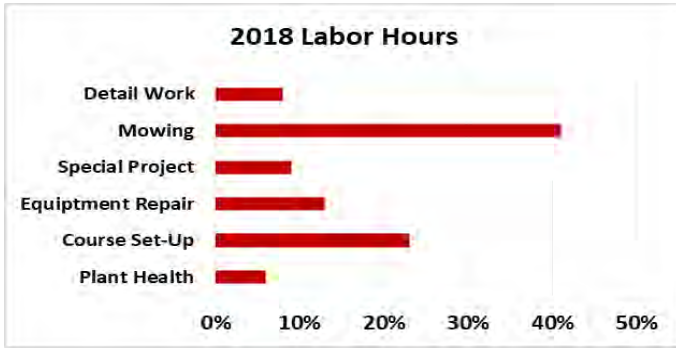
**Drainage projects** were completed on #10 East, #2 West and #8 West. These projects were completed almost entirely in-house and allowed for substantial improvement to course drainage and playability in these areas.

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 project was expanded this year when the contractor caused extensive damage to a number of areas around the course and we completed significantly more work than was originally planned.

The **blue/white tee box** on #9 West was rebuilt and opened this year to provide golfers with a better view of the hole. The work was done entirely by our grounds department and included the shaping of dozens of truckloads of fill and dirt, installation of irrigation and building of a large stone staircase.

<b>Golf Course Renovations</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>TOTAL</b>
Renovation Expenses	\$118,198	\$57,909	\$109,315	\$128,504	\$156,562	\$920,261
Capital Equipment Purchase	\$108,347	\$135,970	\$120,967	\$103,402	\$213,326	\$668,363

# GOLF COURSE MAINTENANCE



	<b>Chemicals and Fertilizers</b>
<b>2018</b>	\$128,862
<b>2017</b>	\$161,713
<b>2016</b>	\$151,269
<b>2015</b>	\$143,204
<b>2014</b>	\$147,203

	<b>Golf Maintenance Overtime</b>
<b>2018</b>	\$4,432
<b>2017</b>	\$4,840
<b>2016</b>	\$7,298
<b>2015</b>	\$5,304
<b>2014</b>	\$5,728

- o All 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.
- o 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.
- o 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.
- o 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.
- o 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.
- o 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.
- o Staff continues to work toward limiting overtime whenever possible. There are times when weather conditions, like such as flooding events and off hours snowfall make it difficult to avoid, but minimizing the impact on the bottom line is always a priority.



# GREEN TEAM

The Wheaton Park District Green Team is enthusiastic to educate and preserve the environment they work in. They promote green living to park district staff and the community they work in.

The Green Team received the water quality flag from SCARCE and the DuPage County Storm Water Management Committee at the all staff meeting this past spring. In order to receive the water quality flag The Green Team educated staff on water savings that the Park District had put in place, such as water retention and detention areas at Northside Park, Rathje, Elliot Lake, and Arrowhead along with others.



In addition to the Water Quality Flag the Green Team and Arrowhead staff have been working toward Audubon Certification at Arrowhead. This certification is recognized around the world and is a 3-5 year process. Audubon Certification includes Environmental Planning, Wildlife and Habitat Management, Chemical Use Reduction and Safety, Water Conservation, Water Quality Management, and Outreach and Education.

Arrowhead is building on it's already dialed in water savings cultural practice and gaining on natural habitat by incorporating more natural areas. These natural areas are discussed in detail to not penalize the golfer but add beauty to the golf course and create more eco-friendly environments.

Since 2016 Arrowhead staff has increased natural area land acreage by 47%. This increase was accepted well by golfers and patrons of the community. These natural area increases have given Arrowhead staff the opportunity to eliminate some irrigation heads in some of these areas by turning them off and limiting 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.

In 2018 #7 West Tee area was updated with new irrigation technology saving approximately 1,320 gallons of water per irrigation cycle. This is a 37.25% water savings. The test plot in 2017 saved approximately 2,023 gallon every water cycle event. In 2019, the Green Team will sponsor Arrowhead Golf Club with \$2,000 towards new irrigation technology to continue water savings. Arrowhead staff and Green Team members will continue making water usage one of its top priorities in conservation.

The Green Team and Arrowhead staff are always conscious of the environmental impact use of organic fertilizers or non organic fertilizers, fungicides, insecticides, and wetting agents at Arrowhead Golf Club. Inputs will continue to be observed and measured through tissue, soil, and water testing throughout the growing season.

The Green Team and Arrowhead staff have also been making progress towards green indicatives within the clubhouse as well. Recently new hand dryers were installed to reduce the use of hand towels. Building Maintenance staff continue to implement LED bulbs within the building when changing out bulbs. Kitchen and Restaurant staff have been recycling more glass, aluminum, cardboard, paper, light bulbs, and ink cartridges etc..

Finally the Green Team and Arrowhead have been recognized as a Monarch Waystation. Arrowhead provides milkweed, nectar sources, and shelter needed to sustain Monarch butterflies as they migrate through North America.





# GOLF LABOR COMPARISON



## Pro Shop Wage Comparison

	PT Wages	FT Wages	Total
2018	\$121,533	\$165,033	\$286,566
2017	\$150,352	\$150,206	\$300,558
2016	\$159,566	\$147,602	\$307,168
2015	\$165,466	\$138,167	\$303,633
2014	\$186,865	\$126,400	\$313,265

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.

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.

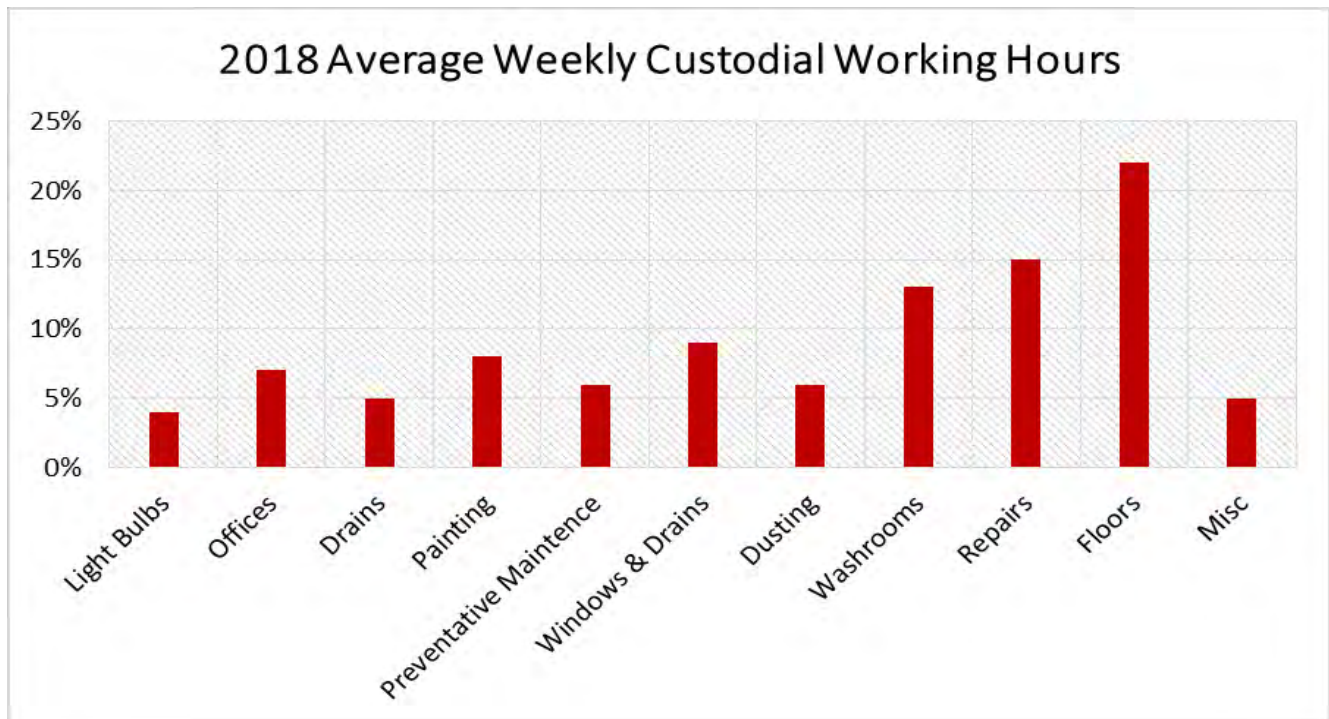
Rangers are responsible for making sure that play proceeds at an acceptable pace, players are following the rules of play for the day as well as observing the commonly accepted rules of golf etiquette. They are also responsible for filling water jugs on the golf course.

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.



# 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

In 2018, marketing continued to focus on increasing 9 hole and 18 hole golf rounds, lesson registration, tournament and league participation and pro shop sales. The messaging always remains consistent and emphasizes the amazing course conditions and professional staff.

The following print publications and websites were part of the marketing mix:

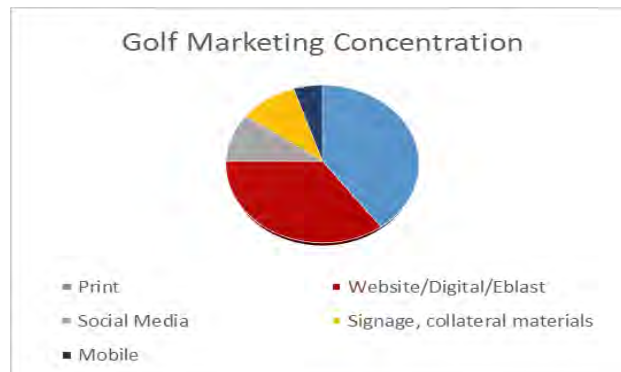
- o *Golf Chicago Magazine. Print ads and feature articles*
- o *Chicago District Golf Association (CDGA). Print ads and eblast offers.*
- o *Golf Time Magazine. Print ads, website profile, and social media posts*
- o *Golftrips.com. Web ads and eblast highlights*
- o *Golfcourseillinois.com. Web ads and eblast offers*
- o *Golfnow.com. Tee-time registration and web ads.*
- o *Discoverdupage.com. Profile page with link to arrowheadgolfclub.org*
- o *Wheaton Park District program guide. Print ads and golf lesson registration.*

In addition, on-site static signage and television screens were utilized to promote the course offerings. The new electronic sign was installed later in the year but was used to promote pro shop holiday and gift card sales.

A larger concentration was put on Social Media. Arrowhead increased its regular postings on the Face Book and Instagram. In 2018, we saw an increase of 300 followers. For Instagram, we doubled the number of followers.

We also utilized the mobile text subscriber list to push out last minute sales and incentives. In particular, one text boasting a one day flash sale for 9-hole play resulted in a dozen people booking a tee time.

Below is a recap on our golf marketing efforts.



**In 2018, the park district switched email marketing providers from Constant Contact to Campaign Monitor.** This decision was based on the overall design and mobile design features that campaign monitor offers. A total of 18 eblasts were distributed. Open and click through rates increased after the switch to campaign monitor. Open rates increased by 2% and click through rates by 4%.

Events, promotions and special incentive blasts included:

- o *PGA Jr. League Registration*
- o *Demo Day with Pelican Golf*
- o *12 Days of Pro Shop Savings*

Signage and collateral material were also utilized to promote events, tournament, leagues and pro shop sales.

# 2018 Arrowhead Collage Golf Marketing Print & Web Ads



**Arrowhead**  
GOLF CLUB  
WHEATON, IL

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

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



**DEMO DAY**  
April 21 | 11A-3P

**27-hole golf course & driving range**

- Surrounded by forest preserve
- Lighted driving range, putting green and chipping green
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and golf outings
- Professional club fitting onsite by Pelican Golf

204151 Butterfield Road | Wheaton, IL | 630.653.5800  
 Arrowhead Golf Club | [arrowheadgolfclub.org](http://arrowheadgolfclub.org) 



**27-HOLE GOLF COURSE**

- Surrounded by forest preserve
- Lighted driving range, putting green, and chipping green
- Lessons and Tournaments
- Professional club fitting onsite by Pelican Golf
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and golf outings



204151 Butterfield Road | Wheaton, IL | 630.653.5800  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org) 



**Enjoy your round.** 



**Chef Alan's fresh, unique American cuisine  
can't be found anywhere else.**



**Tag #AGC on Facebook, Twitter & Instagram**



**Private or group lessons, leagues, and  
tournaments. Learn more in the Pro Shop.**



**27-Hole Golf Course & Range  
Lessons & Outings | Restaurant & Bar**  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)




**Late Night Pizza Available Monday – Saturday  
9:30P to Close**

# 2018 Arrowhead Collage Golf Marketing Print & Web Ads




**REVOLUTION BEER DINNER**  
April 10 | 6:30-8:30P | 21+



**27-HOLE GOLF COURSE**

- Surrounded by forest preserve
- Lighted driving range, putting green, and chipping green
- Lessons and Tournaments
- Professional club fitting onsite by Pelican Golf
- Restaurant & Bar open for lunch and dinner
- Weddings, social events, and golf outings

26W151 Butterfield Road | Wheaton, IL 60189 | 630.653.5800  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)



**27-HOLE GOLF COURSE**

- Lighted driving range, putting green, and chipping green
- Lessons and tournaments
- Professional club fitting
- Restaurant and Bar
- Event space up to 275

Named Best of the West  
2 Years in a Row by  
West Suburban Living  
Magazine

26W151 Butterfield Rd. | Wheaton, IL 60189 | 630.653.5800  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)



**Fall rates now through  
end of golf season**

**RESIDENT**  
Weekday 9 holes as low as \$17 + cart (18 holes \$33)  
Weekend 9 holes as low as \$18 + cart (18 holes \$36)  
Junior/Senior \$14 + cart (18 holes \$26)

**NONRESIDENT**  
Weekday 9 holes as low as \$22 + cart (18 holes \$43)  
Weekend 9 holes as low as \$24 + cart (18 holes \$48)  
Junior/Senior \$17 + cart (18 holes \$33)


# 2018 Arrowhead Collage Golf Marketing Signage



**SPRING GOLF EVENTS**

Men's Night | March 5  
 "Golf Fever" Ladies Night | March 12  
 Kickoff Classic & Demo Day | April 21

Learn more in the Pro Shop or at [arrowheadgolfclub.org](http://arrowheadgolfclub.org)



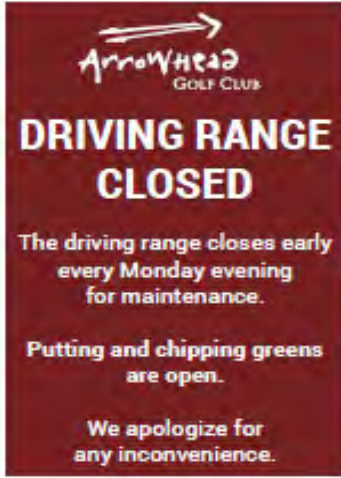
**GOLF FEVER LADIES NIGHT**

Mark your calendars for a night out with our golf professionals and discover a fun approach to the game.

**Monday, March 12 | 7P**

The evening will include complimentary drinks, raffles, and discounts in the pro shop.

Call the pro shop at 630.653.5800 to reserve your spot.



**DRIVING RANGE CLOSED**

The driving range closes early every Monday evening for maintenance.

Putting and chipping greens are open.

We apologize for any inconvenience.



**PGA FAMILY**

**FOR BOYS AND GIRLS AGES 9-13!**

PGA Family is a fun and safe environment for young golfers to learn the basics of the game. It's a great way to spend time with friends and family while enjoying the outdoors.

Cost: \$20 per child

Includes: Golf instruction, equipment, and a PGA Family membership card.



**GET IN ON SOME TOURNAMENT ACTION!**

**CHINA CHAMPIONSHIP | SEPTEMBER 15-16**

27 hole stroke play tournament for men and women. 17 holes for men and 10 holes for women. Includes complimentary drinks and a complimentary lunch.

**TEXAS PRINCE SCRAMBLE | OCTOBER 4**

12 hole scramble for all abilities. Includes complimentary drinks and a complimentary lunch.

**BUFFALO CUP | NOVEMBER 3**

27 hole stroke play tournament for men and women. 17 holes for men and 10 holes for women. Includes complimentary drinks and a complimentary lunch.



**BOOK YOUR NEXT GOLF OUTING WITH US!**



**JUNIOR GOLF SPECIAL**

**\$1 Round Sundays after 5P\***

with paying adult

\*12 & under. Riding cart additional. Tee times are encouraged.



**12 DAYS OF SAVINGS**

**GIVE THE GIFT OF GOLF!**

December 12-23

**FIVE WEEKDAY 9 HOLE ROUNDS** with purchase of \$100 or more in the Pro Shop

Plus every purchase qualifies you for entry to win a **Custom Wilson Classics Golf Carry Bag**

Day 1 (12/12)	Ball & Tee \$10.00
Day 2 (12/13)	Ball & Tee \$10.00
Day 3 (12/14)	Ball & Tee \$10.00
Day 4 (12/15)	Ball & Tee \$10.00
Day 5 (12/16)	Ball & Tee \$10.00
Day 6 (12/17)	Ball & Tee \$10.00
Day 7 (12/18)	Ball & Tee \$10.00
Day 8 (12/19)	Ball & Tee \$10.00
Day 9 (12/20)	Ball & Tee \$10.00
Day 10 (12/21)	Ball & Tee \$10.00
Day 11 (12/22)	Ball & Tee \$10.00
Day 12 (12/23)	Ball & Tee \$10.00

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



**2019 SEASON ANNUAL GOLF MEMBERSHIPS NOW AVAILABLE!**

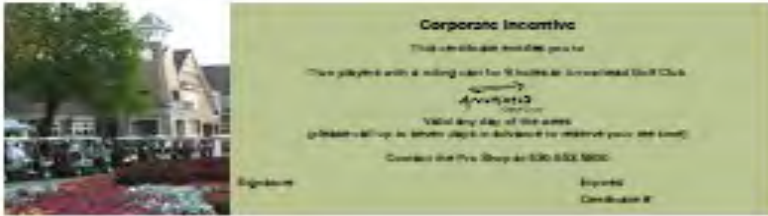
Memberships available at the following:

- On-site in the Pro Shop
- 10% discount on clubwear in the Pro Shop
- 10% discount on maintenance in the Pro Shop
- Full access to the club house, locker, shower, and lounge
- 10% discount on all other services throughout the club

Regular: \$2,499 | Non-Resident: \$2,999

Visit the Pro Shop to start your membership today or visit [arrowheadgolfclub.org](http://arrowheadgolfclub.org) for more information.

# 2018 Arrowhead Collage Golf Marketing Coupons/Incentive/Promos



**Corporate Incentive**  
This certificate entitles you to  
Three played with a riding cart for 18 holes at Arrowhead Golf Club.  
Valid any day of the week.  
Expires 11/30/18. See website for details.  
Expires 11/30/18. See website for details.  
Expires 11/30/18. See website for details.



**Arrowhead Golf Club**  
**DEMO DAY 2018**  
2018 | Butterfield Rd., Wheaton | 630.653.5800 | arrowheadgolfclub.org



**Arrowhead GOLF CLUB**  
**Complimentary Large Bucket of Practice Balls**  
Redeem coupon in Pro Shop | One per visit  
Expiration: November 2018 Code: Mad 2018  
2018 | Butterfield Rd., Wheaton | 630.653.5800



**Arrowhead Golf Club**  
**BUY ONE, GET ONE**  
Bucket of Range Balls  
Expires 11/30/18 Code 0018



**PELICAN GOLF**  
**\$50 OFF**  
your purchase of a new driver  
or iron at Pelican Golf Center  
Expires 11/30/18 Code 0018



**WE HOPE YOU ENJOYED YOUR ROUND AT ARROWHEAD.**  
Use this coupon to play again at the special rate of \$50 per person  
for 18 holes with a riding cart.  
Valid Monday, Tuesday and after 17 on weekends. May not be combined with other offers.



**Arrowhead Golf Club**  
**FREE RIDING CART**  
with paid 18-hole round  
Monday - Thursday Only  
Expires 11/30/18 Code 0018



**PELICAN GOLF**  
**ONE COMPLIMENTARY**  
HOUR RENTAL  
for Simulator or Tractor  
Expires 11/30/18 Code 0018



**Arrowhead Golf Club**  
**FREE 9 HOLE ROUND OF GOLF\***  
Reserve your tee time at  
arrowheadgolfclub.org  
or by calling 630.653.5800.  
\*Available weekdays only. Valid for 2018 season. Must purchase riding cart. Cannot be combined with other offers.  
Code 152009

# 2018 Arrowhead Collage Golf Marketing Eblasts



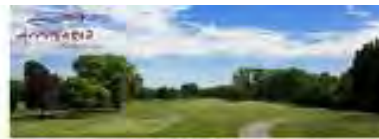
**FOR BOYS AND GIRLS AGES 9-13!**

PGA Jr. League Golf offers comprehensive instruction and a fun, competitive environment for boys and girls ages 9-13. The program includes:

- Instruction from PGA Professionals
- Instruction in golf fundamentals, swing mechanics, and golf etiquette
- Instruction in golf rules and etiquette
- Instruction in golf strategy and course management
- Instruction in golf fitness and conditioning
- Instruction in golf equipment and club selection
- Instruction in golf safety and first aid
- Instruction in golf history and trivia
- Instruction in golf etiquette and manners
- Instruction in golf social skills and networking
- Instruction in golf business and marketing
- Instruction in golf leadership and team building
- Instruction in golf character and sportsmanship
- Instruction in golf life skills and personal development

Cost: \$210 per player

[Sign up now!](#)



**Kickoff Classic**  
Saturday, April 21 | 8A

18-hole, 2 Person Shamble at Southlandicap  
Open to the first 22 players who remain in competition  
Kickoff Classic with Premier Golf 17. Players must have a  
PGA CGGA membership in complete state G.O. status.  
\$200 per team includes golf cart, lunch and prizes.

[Learn more](#)

Or contact the pro shop at 630.653.1000

**Demo Day**  
Saturday, April 21 | 11A-3P

Hosted in partnership with Pelican  
Golf Performance Center, the event will include PGA golf  
clinics, prizes and dozens of products on sale. Gift bags  
will be given to the first 100 attendees.

**PGA Golf Clinics**  
Putting 11:00A  
Short game 12:00P  
Full swing 1:30P

More information at [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)

**PGA Jr. League**  
For boys and girls ages 9-13 wanting to get involved in  
the game of golf. It has team vs. team competition in a  
structured format that plays the popular 18-hole format.  
Season starts first spring  
\$250 per player

[Details](#)

**Tea Times**  
Reservations have been extended through April 6  
Last day  
Book a tea time  
9:00am - 12:00pm

Stop by and see the new Halfway House  
Now offering an expanded menu



**55 & Over Golf Leagues**  
AT ARROWHEAD GOLF CLUB

Play golf with some of our most exciting golfers. These leagues are open  
to men and women 55 and over. It's a chance to meet new friends, enjoy  
the game and socialize with some of the best players in the  
area.

**WOMEN'S LEAGUE (WEDNESDAY) 9 HOLES**  
**MEN'S LEAGUE (MONDAY - THURSDAY) 9 HOLES**

1st hole	2nd hole	3rd hole	4th hole	5th hole	6th hole	7th hole	8th hole	9th hole
11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00
11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00

Learn more about Arrowhead Golf Club and PGA  
membership at [www.arrowheadgolfclub.com](http://www.arrowheadgolfclub.com)



Have fun and elevate your golf!



**iBIRDIES**

**JOIN THE FASTEST GROWING  
GOLF COMMUNITY**

We're excited to announce that Arrowhead has partnered  
with iBirdies to enhance your playing experience.

It's easy to participate. Simply download the app and enter  
our course code **ARROWHEAD18** and get started!

iBirdies is the most accurate phone based GPS on the  
market and includes live scoring for tournaments and a  
chance to win prizes, such as a trip to the 2019 Masters.  
And, did we mention that it's FREE!

Here's what you need to do:  
Download the iBirdies app on either the Apple App Store  
or Google Play Store.  
Set up your personal profile and when prompted in the  
tutorial use our promo code "Arrowhead 18" to join our  
community and receive premium features and benefits.

To learn more, watch this [iBirdies video](#)  
**Download the app today!**  
[Apple App Store](#) | [Google Play](#)

Start playing  
Book your tee time  
9 holes - 18 holes



**Hello spring**  
The East and West courses, driving range, putting  
green and chipping green are almost ready  
for the season!

**Enjoy pre-season spring rates**  
March 15 - 29  
As low as \$15 for 9 holes and  
\$30 for 18 holes on weekdays.

**Reserve your tee time**  
Call the pro shop at 630.653.1000, or reserve  
online.  
**9 holes | 18 holes**

**Save the Date**  
**Demo Day**  
Saturday, April 21 | 11A-3P  
Clinics, Club Fitting, Merchandise Sales, Prizes and  
Beer Tasting by Revolution Brewing

**Kick-Off Classic is the same day!**  
Starts at 8A.  
Contact the proshop to participate.



# 2018 Arrowhead Collage Golf Marketing Social Media





# 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.



Guest keep coming back for the deliciousness and the variety of Chef Alan's menu. He keeps it fresh and updated with the seasonal dishes and specials. In October we roll out a restructuring of some featured items: "you choose two" to replace our current 1/2 & 1/2. You have four items to choose from: 1/2 sandwich, cup of soup, small salad, or half order of one of our "big salads".



Also, the sandwich and burger options. First you select your Protein: Angus burger, turkey burger, veggie burger or chicken breast. Secondly, you choose from 5 flavor options; Classic, BBQ Bacon, Southwest, Italian, and Chicago.



To captivate some more lunch diners we added a few appealing \$10 options: the Dalcero meatball sub, the albatross, which is a 1/3 pound Founder's beer brat, topped with bbq pulled pork and coleslaw (moving this very popular item over from the halfway house), and an Arrowhead Grilled Cheese, which is served with chips and tomato bisque soup.

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

Tuesday, Wednesday, Thursday **kids eat free**, while parents enjoy our new daily food and drink specials. Such as \$3 tacos and \$3 Modelo 16 oz. drafts on **Taco Tuesday** and \$6 Sloppy Joes and fried bologna sandwiches with Hamm's, PBR, High Life, Mickey's, and Coors Banquet beers for \$2 on **Throwback Thursday**.

Our beautiful patio space is the draw for a lot of people when they visit Arrowhead. Guests come to sit outside and enjoy the ambiance of the golf course. Due to some weather issues in May and June to rain as well as July and August turnout was lessened due to the exhaustive heat.

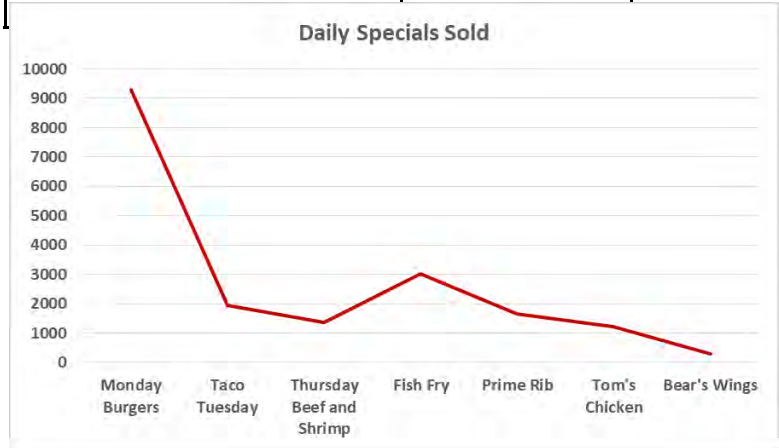
## OUTDOOR PATIO



Patio Revenues 2014-2018			
Year	Lunch	Dinner	Total
2014	\$ 127,756	\$ 225,796	\$ 353,552
2015	\$ 137,011	\$ 224,080	\$ 361,091
2016	\$ 142,087	\$ 248,122	\$ 390,209
2017	\$ 151,991	\$ 252,190	\$ 404,181
2018	\$ 103,589	\$ 204,024	\$ 307,613

# Restaurant Menu Sales

	Orders Sold	Percentage of Orders Sold	Total Dollars Sold	Percentage of Dollars Sold
Appetizers	17,697	14%	\$193,496	15%
Sliders	4,447	4%	\$50,115	4%
Soups	8,705	7%	\$30,087	2%
Salads - Side	7,696	6%	\$57,997	5%
Salads- Entrees	7,372	6%	\$101,944	8%
Sandwiches	20,379	17%	\$239,292	19%
Burgers (No \$6)	9,599	8%	\$101,808	8%
Entrée (Pork-Beef-Poultry)	2,784	2%	\$59,732	5%
Entrée (Seafood)	2,999	2%	\$65,227	5%
Entrée (Pasta/Other)	2,654	2%	\$37,919	3%
Desserts	5,202	4%	\$24,935	2%
A La Carte Breakfast	975	1%	\$7,252	1%
Sides	4,139	3%	\$20,119	2%
Kids Meals	4,591	4%	\$35,160	3%
Daily Specials	4,588	4%	\$69,660	5%
<b>Daily Specials</b>				
Monday Burgers	9,279	8%	\$55,674	4%
Fish Fry	3,017	2%	\$42,087	3%
Prime Rib	1,649	1%	\$36,687	3%
Taco Tuesday	1,931	2%	\$18,282	1%
Thursday Beef and Shrimp	1,363	1%	\$20,377	2%
Sunday Chicken	1,227	1%	\$15,990	1%
Bear's Wings	294	0%	\$1,470	0%
Refill Cod	534	0%	\$0	0%
<b>Totals</b>	<b>123,121</b>	<b>100.00%</b>	<b>\$1,285,310</b>	<b>100%</b>



# RESTAURANT BEVERAGE SALES



2018 Alcohol Sales	Number Sold	Dollars Sold	Percentage of Dollars Sold
Draft Beer	72,604	\$318,851	35%
Liquor	30,255	\$242,888	26%
Wine by the Glass	24,278	\$207,429	23%
Beer-Bottle	18,625	\$88,162	10%
Wine by the Bottle	2,381	\$55,498	6%
<b>TOTALS</b>	<b>148,143</b>	<b>\$912,828</b>	<b>100%</b>

- o 30,255 drinks were prepared by our bartenders over the 29,100 in 2017
- o 919 more bottles of wine were sold in 2018 vs. 2017



## HALFWAY HOUSE TROLLEY AND BEVERAGE CART SALES

	Number Sold	Dollars Sold	Percentage of Dollars Sold
Non-Alcohol Beverage	16,896	\$45,986	16%
Food Sales	12,347	\$44,352	16%
Liquor	7,304	\$45,961	16%
Beer, Domestic/Craft	32,214	\$143,547	50%
Sundries (aspirin/lotion)	543	\$5,156	2%
<b>TOTALS</b>	<b>69,304</b>	<b>\$285,002</b>	<b>100%</b>

### Halfway House

- o 277 more alcoholic beverages were sold in 2018 over 2017.
- o Sales were up \$17,000 in 2018 despite the bad weather.

The existing trolley was replaced in Spring of 2018 with a larger, better designed model. Staff has taken great efforts in the detail of the San Francisco styled trolley. The interior provides an improved work space to better serve Arrowhead golfers and guests.

Guests can sit on the patio and enjoy menus specials: bbq pork sandwich, hummus plate, The Albatross or a Founders Beer Brat. We also added a mix and match 6 pack beer special. The trolley continues to be an oasis to refresh or review golf scores. It also serves as a resting area for parents with kids taking lessons or simply enjoying the views.



# RESTAURANT EVENTS



**Valentine's Day** menu featured King and Queen cut Prime Rib dinners with complimentary champagne toast. Kids eat Free, they could participated in valentine's day crafts, we also raffled off a special Teddy Bear

**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 ingrediente Mole sauce as well as ceviche and steak burrito. \$4 Corona and Corona Light and \$5 Margaritas were also offered.

**Wine Tasting** on May 9 we have hosted over 100 guests and wine lovers for an elegant event to sample some of the best wines from the Prisoner Wine Company. Participants also had an opportunity to purchase their favorite wines and take them home.

**Magic Show and Dinner** brand new event that we hosted on November 2nd in the Grand Ballroom. It was an interactive, fun and magical evening for the whole family! Table side magic and live - action pasta station were extremely well received by people of all ages!

**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** on October 27th we invited families to a fun brunch and pumpkins decorating activities. Many of them came dressed up in their Halloween costumes, took photos and walked around visiting our trick-or treat stations. This was our second annual event that drew 60 people.

**Fundraiser** we have hosted multiple fundraisers for local non-profit organizations that allowed members of the community to enjoy great meals while supporting their school or society. We have established good partnership with some of these groups and continue to host multiple fundraisers every few months.

**Live Music** is host on the first Friday of each month. They continue to be very popular and bring people in. Our guests enjoy different themes and music styles from the bands.

**Like-Minded Blueberry Beer** very unique and great tasting beer that was created specifically for Arrowhead and offered during summer months. On July 8th we also celebrated National Blueberry Day and did a promotion for the Like-minded beer. No discount on the beer was offered, but we gave away custom logo t-shirts to all who purchased this beer.

**Little Chef Party** pilot event was introduced to local families with children on August 11. We had 30 kids who participated in guided class on how to make and decorate their own cookies. This event has proven to be very successful and well received by community. Due to popularity and demand for culinary activities for youngsters, we have offered another class on December 15th for gingerbread man cookies making. 28 kids came with their parents and had a blast with this hand-on activity!

**Moana Movie Night** on July 18 invited Wheaton's community to a free Disney's Moana movie under the sky. Over 400 local families and community members signed up for this fun event. Concessions were available on the golf course and multiple guests joined us for dinner in the restaurant that evening.

**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.

<b>PRODUCT</b>	<b>FIXED PRICE</b>	<b>COMMODITY PRICE 2018-2019</b>													
		<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>AVERAGE</b>	
<b>BREAD</b>															
Buttery Dinner Roll, hinged 3"round butter roll w/sheen on top	<b>1.92</b>	2.50	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	<b>3.02</b>
<b>PAPER DISPOSABLE</b>															
Film, PVC Roll, 200'x13"	<b>13.92</b>	17.16	17.16	17.16	17.16	17.16	17.16	17.16	17.16	17.16	17.16	18.01	19.54	19.54	<b>19.18</b>
<b>MEAT</b>															
Bacon, Layflt 14/18 GF Apple wood Smoked	<b>4.08</b>	4.15	4.15	4.15	4.15	4.15	4.15	4.15	4.23	4.23	4.23	4.23	4.23	4.23	<b>4.11</b>
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	<b>8.54</b>	10.54	10.54	9.87	9.87	9.87	8.90	8.90	8.90	9.30	9.30	9.30	9.30	9.30	<b>8.59</b>
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	<b>3.60</b>	3.87	3.87	3.87	3.95	3.95	3.95	3.95	3.98	3.98	3.98	3.98	3.98	3.98	<b>3.84</b>
Beef, Tenderloin Medallions, Choice or higher, Fresh 2 oz. Cryo	<b>9.25</b>	10.90	10.90	10.90	10.90	10.90	11.35	11.35	11.35	11.35	11.35	11.35	11.35	11.35	<b>11.83</b>
Beef Filet, 8 oz	<b>22.25</b>	30.55	30.55	30.55	30.55	29.50	29.50	29.50	29.50	28.70	28.70	28.70	28.70	28.70	<b>29.66</b>
<b>SMALLWARES</b>															
Glass, Wine #3783, Libby	<b>2.46</b>	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.3	3.26	3.26	3.26	3.26	<b>3.26</b>
Glass, Mixing Beverage , 12 oz, Libby	<b>1.80</b>	2.65	2.65	2.65	2.65	2.65	2.65	2.65	2.65	2.6	2.61	2.61	2.61	2.61	<b>2.63</b>
<b>PRODUCE</b>															
Avocado, Hass, Ripe	<b>1.17</b>	.85	0.85	1.15	1.20	2.05	2.05	2.05	1.70	1.75	1.20	1.05	1.05	1.05	<b>1.44</b>
<b>DRY GOODS</b>															
Oil, Olive Bland 75/25	<b>10.63</b>	9.80	9.80	9.80	10.15	10.15	10.15	10.15	10.15	10.63	10.63	10.63	10.63	10.63	<b>10.18</b>
Sugar, Granulated, Extra	<b>0.60</b>	0.74	0.74	0.74	0.65	0.65	0.65	0.60	0.60	0.60	0.60	0.60	0.60	0.60	<b>.66</b>
Shortening, Canola Creamy	<b>0.72</b>	0.75	0.75	0.75	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	<b>.81</b>
<b>BEVERAGES</b>															
Coffee, Liquid Colombian Douwebert	<b>59.60</b>	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	<b>55.34</b>

# FOOD & BEVERAGE WAGE COMPARISON

	2018	2017	2016	2015	2014
Restaurant Food & Beverage Sales	\$2,670,663	\$2,616,425	\$2,891,868.	\$2,902,748	\$2,529,460
Banquet Food & Beverage Sales	\$2,058,080	\$2,459,490	\$2,080,858	\$2,140,222	\$2,141,030
<b>Total Food &amp; Beverage Sales</b>	<b>\$4,514,690</b>	<b>\$5,075,915</b>	<b>\$4,972,726</b>	<b>\$5,042,970</b>	<b>\$4,670,490</b>
*excludes premium service, room charges, addl. service fees, etc.					
<b><u>Banquet</u></b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Banquet Servers	\$90,509	\$97,313	\$93,783	\$89,058	\$93,024
Banquet Bartenders	\$2,400	\$4,806	\$6,279	\$9,257	\$10,715
Sales Asst.	\$38,030	\$32,438	\$31,874	\$37,630	\$86,174
Houseman	\$56,847	\$50,406	\$52,591	\$41,497	\$51,537
<b>Total Banquet Part-Time Labor</b>	<b>\$187,785</b>	<b>\$184,968</b>	<b>\$184,527</b>	<b>\$177,442</b>	<b>\$241,451</b>
<b>Part-Time Bqts Labor % from Total Bqts F &amp; B Sales</b>	<b>9.12%</b>	<b>7.52%</b>	<b>8.87%</b>	<b>8.29%</b>	<b>11.28%</b>
Banquet Full-Time Labor Salaries*	\$285,184	\$284,333	\$275,260	\$239,938	\$181,266
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	<b>13.68%</b>	<b>11.56%</b>	<b>13.23%</b>	<b>11.21%</b>	<b>8.47%</b>
*Includes F & B Director (Salary split equally Bqts & Rest)					
<b><u>Restaurant Front House</u></b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Restaurant Servers	\$108,766	\$114,610	\$117,725	\$103,924	\$120,644
Restaurant Bartenders	\$19,427	\$14,200	\$15,484	\$20,520	\$27,728
Restaurant Host/Hostess	\$35,485	\$31,540	\$42,339	\$38,316	\$39,982
Restaurant Busser/Runner	\$64,931	\$59,792	\$66,623	\$62,384	\$64,558
Restaurant Office	0	\$15,181	\$16,678	\$15,780	\$14,197
<b>Total Restaurant Part-Time Labor</b>	<b>\$228,609</b>	<b>\$235,323</b>	<b>\$258,850</b>	<b>\$240,924</b>	<b>\$267,109</b>
<b>Part-Time Restaurant Labor % from Total Rest F&amp;B Sales</b>	<b>9.31%</b>	<b>8.99%</b>	<b>8.95%</b>	<b>8.30%</b>	<b>10.56%</b>
Restaurant Full-Time Labor Salaries*	\$216,052	\$212,527	\$173,151	\$155,592	\$148,752
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	<b>4.79%</b>	<b>4.19%</b>	<b>5.99%</b>	<b>5.36%</b>	<b>5.88%</b>
*Includes F & B Director (Salary split equally Bqts. & Rest)					
<b><u>Kitchen</u></b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Dishwasher (includes Contractual fees, see below*)	\$216,115*	\$238,900	\$216,922	\$170,505	\$183,186
Line Cooks	\$357,098	\$391,545	\$303,000	\$288,812	\$296,964
Prep Cooks	\$58,466	\$25,842	\$24,861	\$51,931	\$66,566
<b>Total Part-Time Kitchen Labor</b>	<b>\$516,128</b>	<b>\$656,287</b>	<b>\$544,783</b>	<b>\$511,248</b>	<b>\$546,716</b>
<b>Part-Time Kitchen Labor % from Total F &amp; B Sales</b>	<b>11.43%</b>	<b>12.93%</b>	<b>10.96%</b>	<b>10.14%</b>	<b>11.71%</b>
Kitchen Full-Time Labor Salaries	\$244,660	\$282,003	\$264,845	\$238,895	\$186,976
Full-time Kitchen Labor % from Total F & B Sales	5.42%	5.55%	5.33%	4.74%	4.00%
<b>Overall Part-Time Labor</b>	<b>\$932,522</b>	<b>\$1,076,578</b>	<b>\$988,160</b>	<b>\$929,614</b>	<b>\$1,055,276</b>
<b>Part-Time Labor % from Total F &amp; B Sales</b>	<b>20.66%</b>	<b>21.21%</b>	<b>19.87%</b>	<b>18.43%</b>	<b>22.59%</b>
<b>Overall Full Time Labor</b>	<b>\$745,896</b>	<b>\$778,863</b>	<b>\$713,256</b>	<b>\$634,425</b>	<b>\$516,994</b>
<b>Overall Full-Time Labor % from Total F &amp; B Sales</b>	<b>16.52%</b>	<b>15.34%</b>	<b>14.34%</b>	<b>12.58%</b>	<b>11.07%</b>

\*\$115,551 was paid in 2018 to All Team, a contractual provider of restaurant kitchen help. In this case, dishwashers specifically.



# 2018 Arrowhead Collage Restaurant Marketing Print & Web Ads



**We're right in the neighborhood!**

Bring in this booklet and present the ad to your server to receive 10% off your bill.\*

*\*Valid only Monday through Thursday.*



26W151 Butterfield Rd. | Wheaton, IL 60187 | 630.653.5900 | arrowheadgolfclub.org



**Thank You Wheaton  
Warrenville South High  
School Choral Group**

Enjoy  
**\$5 OFF**  
a \$25 purchase at Arrowhead\*

\*Valid only on the regular menu. Excludes alcohol.



**Your neighborhood spot for fun  
Now serving late night pizzas!\***

**Monday-Saturday after 9:30P in the bar  
Mention this ad and get \$5 off your first pizza!**

26W151 Butterfield Rd., Wheaton | 630.653.5900 | arrowheadgolfclub.org




**New Menu on  
October 10**

**Extensive Wine &  
Craft Beer List**

**Sunday Football  
Specials**

Make your  
reservations for lunch  
or dinner at  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)

26W151 Butterfield Road, Wheaton  
630.653.5900




**A NIGHT OUT AT ARROWHEAD  
IS SURE TO PLEASE**

Arrowhead features unique American cuisine, a premium selection of wine and spirits and an extensive craft beer selection all with a golf course view. The restaurant consists of two casual dining areas in addition to the club's finest patio accommodations. The bar area is quiet, friendly and features 12 HD screens. Main menus are updated seasonally, daily specials include Burger Mondays, Taco Tuesdays, Kids eat free Tuesdays, Wednesday and Thursday, plus on Sunday there is a family style option.

**» MENU FAVORITES**

**Winterfest** - Potato with crisp onions, prosciutto & green asparagus 13.95

**Beef & Eggs** - with loaded mashed potatoes and asparagus 13.95

**Ravioles** - Handmade ravioli with ricotta cheese, meat sauce and fresh basil 11.95

**Chicken Focaccia** - with green goddess dressing 13.95

**Grilled Chicken** - Served with tomatoes, zucchini, red onions & potatoes 12.95

**French Dip** - with French onion soup 13.95

**NY Delicata Potatoes** - roasted with olive oil 13.95

**Veal Saltimbocca** - Burger with rosemary and artichoke hearts 13.95

**Steak Atmosphere** - 1/2 lb. Tenderloin Steak with purple potato, cream sauce and green onion 13.95

**Wildfire** - Chicken, baked with herb butter, roasted in wood oven, creamed mushrooms and quinoa, great options 13.95

**MEET THE EXECUTIVE CHEF**



**Do You Believe** - You always had a secret to making your food, but now you have a whole new secret. You are the Executive Chef at Arrowhead Golf Club. You are the only chef in the area who has been named "Best Chef in the Midwest" by the readers of the Chicago Tribune. You are the only chef in the Midwest who has been named "Best Chef in the Midwest" by the readers of the Chicago Tribune. You are the only chef in the Midwest who has been named "Best Chef in the Midwest" by the readers of the Chicago Tribune. You are the only chef in the Midwest who has been named "Best Chef in the Midwest" by the readers of the Chicago Tribune.

**» FAST FACTS**

26W151 Butterfield Road, Wheaton  
630.653.5900 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

Open for lunch and dinner with happy hours

Monday - Tuesday 11a-8p  
Wednesday - Friday 11a-10p  
Saturday - Sunday 11a-11p  
Private dining, outdoor seating, seasonal menus, and custom, great options 13.95

**Gift Cards** - You, Marie Card, Snow, Crystal, Ice Cream, Fun, Holiday, Christmas, New Year, Valentine's Day, Mother's Day, Father's Day, Birthday, Anniversary, Wedding, Graduation, etc.

26W151 Butterfield Road, Wheaton  
630.653.5900

# 2018 Arrowhead Collage Restaurant Marketing Signage

## MASTIK'S GOLF TOURNAMENT

85 drink specials  
April 5-7

Admission  
Teeing, clubhouse access

and food  
The club, pro shop, bar, grill and parking

and the Arrowhead Golf Club also will be  
the official sponsor of the tournament.

For tournament information, contact  
the Arrowhead Golf Club.

Reservations at arrowheadgolfclub.org

2018181 | Submittal #4 | arrowheadgolfclub.org

## CINCO DE MAYO

CELEBRATE WITH US MAY 2-5

**BRINZE PEARLS**  
Cinco de Mayo Brinze Pearls  
Cinco de Mayo Brinze Pearls  
Cinco de Mayo Brinze Pearls

**BRINZE POINTS**  
Cinco de Mayo Brinze Points  
Cinco de Mayo Brinze Points  
Cinco de Mayo Brinze Points

Reservations at arrowheadgolfclub.org

## MOTHER'S DAY BRUNCH

May 12, 2018 | 9:30A to 2:30P  
Including complimentary photo booth

**Special Menu:**  
Honey Glazed Salmon, Turkey  
Cranberry Sauce, Maple Glazed Ham, Apple  
Pie, and more.  
Cinco de Mayo Brinze Pearls  
Cinco de Mayo Brinze Points

Reservations at arrowheadgolfclub.org

## ROMA VINO Wine Dinner with the Chef

June 20, 2018

### MENU

**Appetizer**  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil

**Salad**  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil

**Soup**  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil

**Meat**  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil

**Dessert**  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil  
Crispy Bread with Olive Oil

Reservations at arrowheadgolfclub.org

## Movie Night

Wednesday, July 18 | 7:30P  
Featuring Disney's *Moana*

Enjoy family movie night on the golf course. Concessions available.\*  
Kids eat free. In the restaurant with paid adult entree.

Bring your blanket or chairs.  
Reserve your spot today. Limited seating available.  
arrowheadgolfclub.org

2018181 | Submittal #4 | arrowheadgolfclub.org

## WELCOME TO Movie Night

Featuring Disney's *Moana*

Movie starts at dusk.  
Concessions available.  
Drop your raffle ticket to win a family prize package.

Sponsored by **CLUBHOUSE KARATE**

## Kids...get ready for your very own Little Chef Party

Complete with lunch, cookie making and decorating  
Saturday, August 11 | 11A-12:30P  
Open to kids ages 4 to 10

**Elder included:**  
-Lunch from the Little Chef  
-Baked goods with fondant decorating and decorating supplies and provide  
-Chef's Hat & Certificate of Completion  
-Take-out competitor with price

Cost: \$10 per child. Adults accompanied by a monetary adult.

Reservations at arrowheadgolfclub.org by August 10.

2018181 | Submittal #4 | arrowheadgolfclub.org

## DINNER & MAGIC

### MAGIC BY GARY KANTOR

Friday, November 2 | 6-8P

Lunch - **Golden Puffin Station**  
Tournament Menu during the event.

Click to download the **2018 Arrowhead Collage** and enjoy the show!  
Join us for this entertaining, fun and magical evening!  
Bring the whole family! (Kids need to be accompanied by an adult.)

Price: Kids \$20, Adults \$30  
Cost: See website

Reservations at arrowheadgolfclub.org

## DON'T MISS OUR NEW DAILY SPECIALS

**Special Menu:**  
All you can eat buffet for just \$10.95. All you can eat buffet for just \$10.95.

**The Tacos:**  
Choose from 10 different taco options. All you can eat buffet for just \$10.95.

**Only 1000 tickets:**  
This special menu is available for a limited time. All you can eat buffet for just \$10.95.

**Reservations:**  
Reservations are required for this special menu. All you can eat buffet for just \$10.95.

**Price:**  
All you can eat buffet for just \$10.95.

Reservations at arrowheadgolfclub.org

## DAILY SPECIALS

**Special Menu:**  
All you can eat buffet for just \$10.95. All you can eat buffet for just \$10.95.

**The Tacos:**  
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Reservations are required for this special menu. All you can eat buffet for just \$10.95.

**Price:**  
All you can eat buffet for just \$10.95.

Reservations at arrowheadgolfclub.org

## Panaderia & Pastry Shop

Reservations at arrowheadgolfclub.org

2018181 | Submittal #4 | arrowheadgolfclub.org

## FOOTBALL SUNDAYS

Food & Drink Specials  
Games on all 12 TV's  
arrowheadgolfclub.org

## THANKSGIVING DINNER BUFFET

Seatings 12P to 5P  
Reservations at arrowheadgolfclub.org

## JOIN US FOR THANKSGIVING DINNER

Traditional Thanksgiving Buffet  
in our Great Sublevel

**Featuring:**  
-Turkey  
-Ham  
-Desserts  
-Cranberry Sauce  
-Chestnut Roasted Turkey  
-Chestnut Roasted Turkey  
-Chestnut Roasted Turkey

Reservations at arrowheadgolfclub.org

## UGLY SWEATER Night

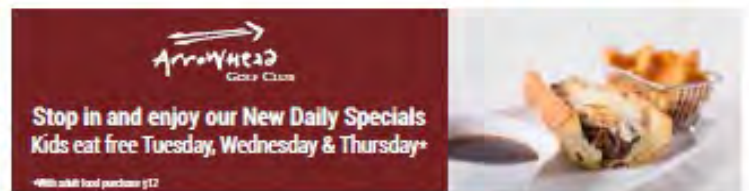
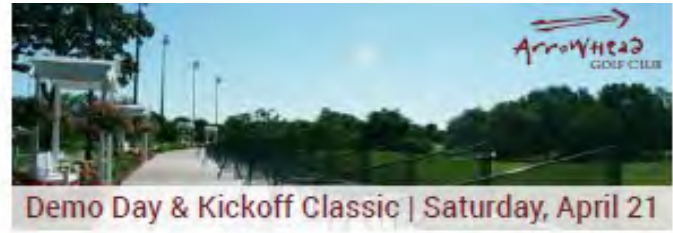
Friday, December 7 | 7:30P  
Featuring *The Blue Bird* Karaoke

Ever wanted to be part of the band? Now's your chance to be the lead singer of a live performing band!

Winners receive \$500.  
First, Second & Third Place Winners  
Georgio's Banquet for dinner!

Reservations at arrowheadgolfclub.org

# 2018 Arrowhead Collage Restaurant Marketing Facebook Header and Social Media



Arrowhead Golf Club  
Posted by Gina Quaresima · 11 · December 26, 2018

Our Oktoberfest menu is here! From now through October 31, enjoy German favorites for lunch and dinner such as: Thuringer Jäger Schnitzel, Würstleplate, Schmitz-Schneitzel, Pancakes and Stone Style Fried Fish, indulge in a variety of unique Oktoberfest beer specialties!



879 People Reached · 49 Engagement · [Send Post](#)

Debra Peterson, John Campbell, Kelly and 2 others · 8 Comments · 2 Shares

# 2018 Arrowhead Collage Restaurant Marketing Eblast

**STRAIGHT**  
from the **TAP**  
Arrowhead Golf Club  
January 27 | 1:30-4P

Purchase one of the remaining VIP tickets and be entered to win a \$100 Arrowhead Golf Club gift card!

**Live Entertainment**

**Exclusive Craft Beer Event featuring:**

**MEET THE BEER & MEET THE PEOPLE**

Arrowhead Golf Club  
10000 Arrowhead Blvd, Suite 1000  
Arrowhead, WI 54812

When this is a pre-arranged, don't drink and drive. Please drink responsibly and enjoy the view.

**February Events & Specials**

**March Crak Special Menu**  
Through February 13  
Crispy Calico Shrimp and Grits, Shrimp To Go and more!  
View full menu

**Valentine's Day with the Family**  
Wednesday, February 14  
With one parent or a companion, craft appetizers & champagne  
at special today only!

**Whiskey Dinner**  
Friday, February 23 | 6:30P-8:30P  
Enjoy a fine course dinner paired with Town Branch Dist. Town Branch Distillery, House Lovers Distillery, and Town Branch Distillery

**Coming in March & April**  
**Live Entertainment**  
My Fellow Americans (Friday, March 2) | 8:00P

**Revolution Beer Dinner**  
Sunday, April 15  
More information and tickets available soon

**Don't miss out on Lucky Lunch Box!**  
Join us for lunch through March 1 and enjoy a chance to win 1 of 6 Lucky Lunch Box Packages valued at \$200 each.

**Whiskey Dinner**  
February 23 | 6:30-8:30P  
Cocktails 6:30P-8:30P  
\$10 per person (includes tax and gratuity)  
Two-course dinner, each elegantly paired with a Four

**First Course**  
Town Branch Dist. House Lovers Distillery

**Second Course**  
Town Branch Dist. House Lovers Distillery

**Third Course**  
Town Branch Dist. House Lovers Distillery

**Fourth Course**  
Town Branch Dist. House Lovers Distillery

**We've been nominated!**

Arrowhead Golf Club is honored to be considered for Best of Wheaton 2018

Best Fine Dining Restaurant of the Year  
Arrowhead Restaurant

We would owe your support for our nominated fantasy!

**Voting ends February 21**

**Revolution Brewing Beer Dinner**  
April 10 | 6:30-8:30P | \$55 per person  
6:30-7:30P Welcome Beer  
7-8:30P Dinner

**Full Menu**  
Welcome Beer & Appetizers  
First Course  
Second Course  
Third Course  
Fourth Course

**Arrowhead Paint Night Series with Nesha**

**Upcoming Series Dates**  
Tuesday, March 13 | 7-9P | Sun Room  
Tuesday, April 10 | 7-9P | Champions Room  
Tuesday, May 1 | 7-9P | Champions Room

Cost \$20 per person includes a glass of beer along w/ suggested w/ domestic beer plus all guests receive a keepsake for \$10 off \$50+ purchase on Facebook

**Reserve your spot today!**

**Every Friday Night**  
All-you-can-eat beer battered cod \$13.95  
Coke or iced tea included

Friday, March 2 | 5:00P | Live Entertainment by My Fellow Americans

Saturday, March 14 | 11:30P | Live Entertainment by My Fellow Americans

Reservations: 608.841.1800

**Revolution Brewing Beer Dinner**  
April 10 | 6:30-8:30P | \$55 per person  
6:30-7:30P Welcome Beer  
7-8:30P Dinner

**Full Menu**  
Welcome Beer & Appetizers  
First Course  
Second Course  
Third Course  
Fourth Course

**Reserve your tickets**

# 2018 Arrowhead Collage Restaurant Marketing Eblast



**MOTHER'S DAY BRUNCH**

**Arrowhead GOLF CLUB**

**May 13, 2018 | 9:30A to 2:30P**  
featuring complimentary photo booth\*

**Brunch Menu**  
 Carving Station — prime rib, turkey  
 Smoked Station — smoked turkey, smoked salmon, beef's crab-cake  
 Omelette Station, Eggs Benedict  
 Kids Station — chicken tenders, mac & cheese, tater tots, corn dogs  
 Bread Dessert Station  
 Create your own parfait with toppings to include summer berries, candies, and cookie crumbles

**Traditional Favorites:**  
 Waffles, Pancakes, sausage, bacon, Fresh Strawberries & Vanilla Chicken  
 pasta primavera, cheese tortellini, spring vegetables, cheese and fruit  
 Includes orange juice, cranberry juice and coffee

**\$3 Minutes and Bloody Marys\***

**\$45.00 adult**  
**\$22.95 children ages 5 through 12**  
(Under 5 and under 12 are complimentary)

Photo booth fun provided by 

Call 630.510.5088 to make your reservations



**Arrowhead GOLF CLUB**

**WINE TASTING**  
 Wednesday, May 9 | 6-8P  
 Held Outdoors at the NEW Cocktail Space

**\$15 per person**

**EVENING INCLUDES**  
 15 wines to taste including wines from the Pioneer Wine Company  
 Cheese and Cracker Display  
 Favorites available to purchase at special pricing  
 Free for raffle drawin Wine Dinner Tickets on June 20!



## Coming in June & July

### Father's Day

Sunday, June 17

Treat Dad like the King. He'll love bring him out for a pie and a prime rib dinner at Arrowhead!  
 12oz | \$28.95  
 16oz | \$25.95

Also serving our Butterfield Fried Chicken for \$12.95 and a BBQ Pulled Pork Sandwich for \$12.95.

### Photo for proceeds

\$1 from each sale of Arrowhead's collaborative beer with Five Brothers, Lake-Infused, will be donated to the Waukegan Cancer Foundation of Chicago.

### Golf package giveaway

Each dad receives a raffle ticket for a golf package, including a round of golf at Arrowhead Golf Club.

### Buena Vista Wine Dinner

Wednesday, June 20 | \$75 per person

Enjoy a night of wine from the first winery in California, food pairings by Chef Alex, and musical performance by the Count of Buena Vista.

### Tickets

### Movie Night: Disney's Moana

Wednesday, July 18 | 7-9:30P

Bring your blankets and chairs for a free movie night on the golf course. Concessions will be available. Come early for led's eat free in the restaurant (with paid adult service). Reserve your spots today, limited seating available.

### Reserve

### Have you heard?

We are now serving Late Night Fronts! Monday-Thursday after 9:30P

### Planning a summer event or future wedding?

Host it at Arrowhead!  
 Contact our event team at [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org)



**Arrowhead GOLF CLUB**

**Kids...get ready for your very own Little Chef Party**

**Complete with lunch, cookie making and decorating**  
**Saturday, August 11 | 11A-12:30P**  
**Open to kids ages 4 to 10**

**Ticket includes:**

- Lunch from the kid's menu
- Guided class with hands on preparing and decorating cookies and pretzels
- Chef's Hat & Certificate of Completion
- Taste test competition with prizes

**Cost: \$27 per child. Must be accompanied by a nonpaying adult.**

**Register at [arrowheadgolfclub.org](http://arrowheadgolfclub.org) by August 10.**



268151 Butterfield Rd., Waukegan | 630.510.5170 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

# 2018 Arrowhead Collage Restaurant Marketing Coupons and Incentives

Name \_\_\_\_\_  
E-mail \_\_\_\_\_  
Phone \_\_\_\_\_

Wheaton Park District employees and their families are not eligible to win. Must be at least 21 years to enter. Winners to be pulled on or about March 31, 2018 at the conclusion of promotion. Winner does not need to be present to win. Supplied e-mail addresses will be added to our e-newsletter lists to receive notices about our upcoming events and specials.



**JOIN US FOR OUR SPECIAL MENU & EVENTS**

**Mardi Gras**  
Jan. 31 - Feb. 13  
- Gumbo Ya Ya  
- Crawfish Boilch Bites  
- Shrimp & Grits

**Live Music**  
My Fellow Americans  
March 2 | 8:30P  
City Dual Band  
April 5 | 8:30P

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



**COMPLIMENTARY LUNCH OR DINNER**  
for Ronald McDonald House Guests

Join us for lunch or dinner with your family (up to 4 members) on sat. Please contact the restaurant manager ahead of your visit at 630.510.5050.

Valid on food only. Alcoholic beverages only.

26W151 Butterfield Rd., Wheaton | 630.653.5800  
[arrowheadgolfclub.org](http://arrowheadgolfclub.org)



**\$10 OFF**  
your purchase of \$50 or more

Restaurant use, 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 5/20/18 Code 0018



**MARCH EVENTS & MENU SPECIALS**

**St. Patrick's Day Menu Specials**  
March 14-18  
- Irish Nachos  
- Shepherd's Pie  
- Corned Beef & Cabbage  
- Drink Specials

**Revolution Beer Dinner**  
April 10 | 6:30P  
Three course dinner with Revolution beer pairing

26W151 Butterfield Rd., Wheaton | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)



**PUMPKINS & PANCAKES BRUNCH EVENT**  
October 27 | 11A-1P

Join us for pumpkin decorating, trick or treat stations, brunch buffet, and a candy apple to take home.  
\$15 for kids 4-12 (4 & under FREE) | \$25 for adults

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

26W151 Butterfield Rd., Wheaton | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

# 2018 Arrowhead Collage Restaurant Marketing Coupons and Incentives



## NINE & DINE

Good for one of the following:

- Angus Burger
- Italian Chicken Sandwich
- Shanghai Chicken Salad
- Harvester Chop Salad

(\$10 in food credit may be substituted)

Please present this coupon to your server in the Arrowhead Restaurant or bar when ordering.

Valid on \_\_\_\_\_ only. Not valid for beverages.

Code: ND




## SANDWICH PASS




### \$10 OFF

lunch or dinner with a minimum purchase of \$50

This is only for valid with the system. Excludes all packages. Not valid on holidays. May require a server. One coupon per table. Valid to 12/31/18.

Join us for Thanksgiving - details on back




### \$10 OFF

lunch or dinner with a minimum purchase of \$50

This is only for valid with the system. Excludes all packages. Not valid on holidays. May require a server. One coupon per table. Valid to 12/31/18.



## THANKSGIVING DINNER IN OUR GRAND BALLROOM

Featuring all the holiday favorites

Thursday, November 22 | Seating: Noon to 6P

Adults \$36\* per person | Kids \$16\* per person (5-10)

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

\*Plus 15% tax & 18% service

26W151 Butterfield Rd., Wheaton | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

### AFC DAILY SPECIALS - FROM DECEMBER 1

Monday - Daily Monday 11AM price for Angus Burger and potato chips \$8.99 or \$10.99 for both items full price.

Tuesday - Two Tuesday 11AM Angus Burger or half and 1/2 \$10.99 or \$12.99. Three items only. Chips and sauce extra. Minimum of two items. Chips and sauce extra. Total purchase of \$10 or more. Maximum \$10 value per table.

Wednesday - One & One Wednesday 11AM Angus Burger and Cheese or half and 1/2 price for Angus Burger, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich. Chips and sauce extra. Minimum of two items. Chips and sauce extra. Total purchase of \$10 or more. Maximum \$10 value per table.

Thursday - Thursday Tuesday 11AM Angus Burger and half and 1/2 price for Angus Burger, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich. Chips and sauce extra. Minimum of two items. Chips and sauce extra. Total purchase of \$10 or more. Maximum \$10 value per table.

Friday - Friday Day 11AM One item only. One item only.

Saturday - Prime Rib Special! Prime Rib (half) per person and prime sides \$25. \$25.99 or \$35.99. Available after 4P only.

Sunday - Family Style Sunday Family style dinner includes Angus Burger or quarter roast, mashed potatoes, Colby-Cheese Sandwich, Macaroni & Cheese, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich, Colby-Cheese Sandwich. Chips and sauce extra. Minimum of two items. Chips and sauce extra. Total purchase of \$10 or more. Maximum \$10 value per person.

Reservations 11AM-12PM contact: November 22 December 22. One only, one and later upon 10 packages gift wrapped for you. [arrowheadgolfclub.org](http://arrowheadgolfclub.org)

26W151 Butterfield Rd., Wheaton | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)




### \$10 OFF

lunch or dinner with a minimum purchase of \$50

This is only for valid with the system. Excludes all packages. Not valid on holidays. May require a server. One coupon per table. Valid to 12/31/18.



### CELEBRATE THE NEW YEAR

Enjoy a delicious Prime Rib Dinner complete with baked potato and fresh vegetables.

Complimentary Champagne Toast for all dinners.

Reservations at [arrowheadgolfclub.org](http://arrowheadgolfclub.org) or by calling 630.653.5800

26W151 Butterfield Rd., Wheaton | 630.653.5800 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)



## KIDS EAT FREE

Tuesday, Wednesday Thursday at

with adult entrée purchase



*Weddings & Social  
Events*





# BANQUETS AND EVENTS

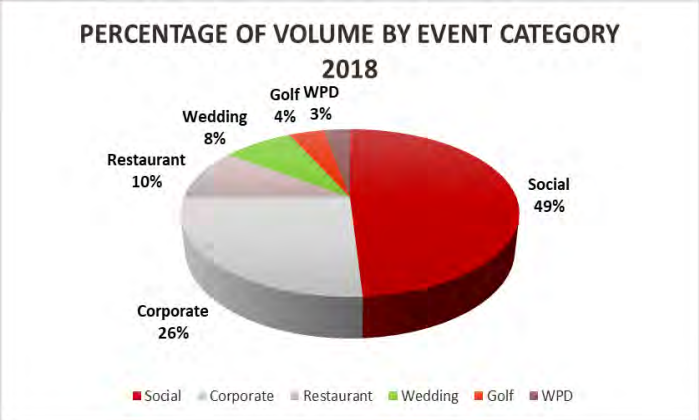
Arrowhead boasts a modern rustic, yet elegant venue for events of every type. While the atmosphere and view may portray the reason for the sale, it is the staff and cuisine that are responsible for all of the memorable moments that clients and their guests walk away with .

***There is only one wedding per evening at Arrowhead, so the focus is solely on you.***

Experienced planners do not miss a detail, while seasoned service staff carry out our clients visions. Whether a wedding, corporate meeting, or milestone event. Arrowhead aims to please.

***In 2018, Arrowhead hosted an average of 15.25 social events per week 793 events in 2018 compared to 755 in 2017.***

***Social Events soared in 2018 while weddings were down 19 from 2017.***

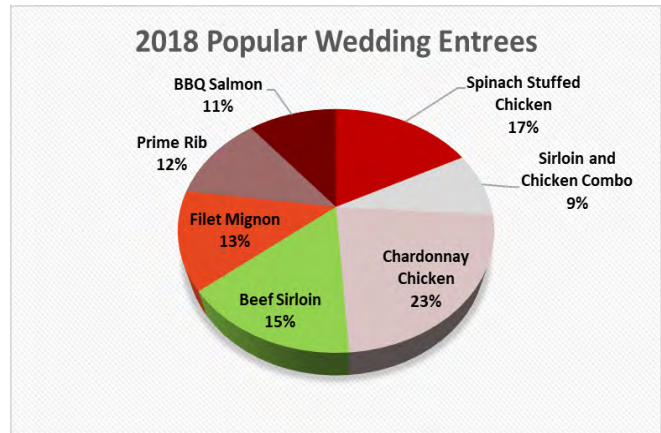


*2018 Events Categorized by Type and Volume :*

	Corporate	Social	Wedding	WPD	Golf	Restaurant	Monthly Totals
Jan	19	20	1	3	0	7	50
Feb	19	31	3	4	0	6	63
Mar	14	28	4	2	0	4	52
Apr	16	32	2	2	0	7	59
May	19	42	5	1	2	5	74
June	14	44	9	3	9	7	86
July	13	31	4	3	8	5	64
Aug	12	38	5	1	6	8	70
Sep	17	24	14	2	8	4	69
Oct	20	31	11	2	1	6	71
Nov	20	20	3	1	0	5	49
Dec	26	40	6	1	0	13	86
<b>Totals</b>	<b>209</b>	<b>381</b>	<b>67</b>	<b>25</b>	<b>34</b>	<b>77</b>	<b>793</b>

# WEDDING EVENTS

- ♥ The average wedding cost at Arrowhead Golf Club was **\$20,147**
- ♥ The 2018 average wedding hosted **143** wedding guests
- ♥ In 2018, Banquets and Events staff served **9,612** wedding guests



## WEDDING TRENDS 2018

### Macramé and Crystals

Going off the whole bohemian, new age trend, it's not surprising that macramé and crystals were 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 weddings in years past. Stone elements like marble that were popular in 2017 remained big in 2018, as well.

### Drip Cakes and Doughnuts

This is a bit of a holdover from 2017, drip cakes were still big in 2018—they pair quite well with the relaxed, bohemian look. We probably won't see as many naked cakes in 2019, 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 make take more creative twists on desserts with ice cream, dessert cocktails, and more.

### 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 came to 2018 wedding ideas, we're going to see color palettes start 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.

### 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 overflowing greenery.



# WEDDING CEREMONY SITE

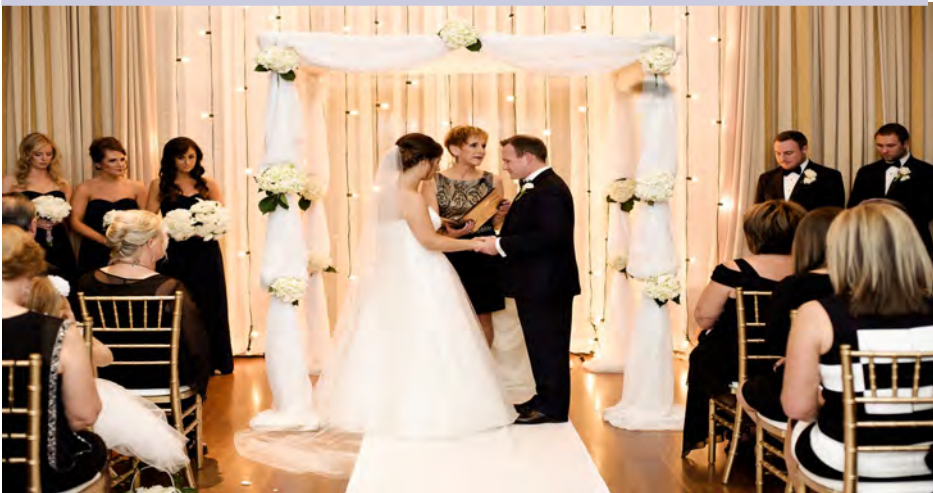
Ceremonies onsite of their reception venue are still really popular. They enjoy the ease of having all the planning in on spot and like the idea that their guests don't have to travel from ceremony to reception

## OUTDOOR CEREMONY

♥ Outdoor wedding ceremonies in 2018 numbered **24** and brought a **gross revenue of \$36,874**

## INDOOR CEREMONY

♥ Indoor wedding ceremonies in 2018 numbered **12** and brought a gross **revenue of \$9,725**



Couples are looking for unique outdoor elements, the outdoor terrace came in at a perfect time. Advertising this puts us in the running with the current trend of outdoor event space. An outdoor cocktail hour became very popular in 2018.

## OUTDOOR COCKTAIL SPACE



In 2018 we hosted **3** outdoor cocktail hour on the patio, which brought in **\$4,500** of revenue.

## Wedding Showcase

Showcase was on a Sunday afternoon in spring of 2018. We filled the room with preferred vendors, display sample hors d'oeuvres, offer a wine tasting table set up, and sample guest tables and high tops. We like to show off our upgraded linen, lighting and draping packages, sweet tables, and late night snacks for couples to consider for their wedding. In the past, this event has only been available to our booked brides and grooms. In 2018, we decided to open up the last hour to the public so our services can be experienced by potential wedding couples.



## Photo Shoot

We invited *Chicago Style Weddings* magazine to come out for some photo shoots of specific areas on our grounds that we want to feature. Our most recent style shoot was to capture our outdoor terrace to sell clients on wedding cocktail hour space which we hope will generate additional revenue. We worked with local wedding vendors to create an atmosphere our clients dream of. This style shoot is in the process was published in the *Chicago Style Weddings* magazine in 2018.

The brand new outdoor terrace at Arrowhead Golf Club was the ideal setting for this luscious garden party-inspired styled shoot. Inspired by the idea of a cocktail hour in the garden, this team brought their dream to life with plenty of colorful blooms, layers of texture, plenty of purple, accents of gold and navy, and twinkling candles.



## Virtual Tour

In 2018 we partnered with [Weddingwire.com](http://Weddingwire.com) in to create a virtual 3D tour of our ballroom. Couples are able to see what Arrowhead event space has to offer from the comfort of their own home. Guests are also able to view, photos, videos and request a price quote from a coordinator. Potential brides can access the tour from our banquet web page or directly through [weddingwire.com](http://weddingwire.com)

# WEDDING BLOG

The Arrowhead Wedding Specialists took their planning to a new and detailed level by developing a blog. The blog is featured on the Weddings page of our Website. The event team focused on the newest trends, as well as important aspects of planning that all brides need to know. Included in some of the article is “Tips from a Pro,” these are professional insider tips and advise from our local preferred vendors: photography, event planners and such.

A few of the featured topics:

## **Four Trending Spring Wedding Colors...**

*Four Trending Spring Wedding Colors Crisp and fresh with a feeling of new beginnings, it's easy to see why spring is the perfect season to say "I do." If you're planning your spring wedding*

## **Don't Forget to Budget These...**

*Don't Forget to Budget for the Little Things! Venue, catering, photographer, entertainment, videographer, florist, dress, transportation, wedding planner. CHECK! It is three months out and the invitations are sent! The wedding date is quickly*

## **Best Season for a Rustic Wedding...**

*Rustic Wedding Trends in the Fall We just finished up a busy Fall Season at Arrowhead and couldn't wait to share some of the trends that you should copy! We connected with Kristin from King Ranch Saddle Shop*



# WEDDING VENUE AWARDS

Our reputation on The Knot, Wedding Wire, and Chicago Style Weddings is very important to our brand. The brides enjoy seeing that stamp of approval from such a trusted wedding professional company. For the last 3 years we have been qualified for The Knot's Best of Weddings, Chicago Style Wedding Elite Vendor, and Wedding Wire Couples Choice Awards. We have received these honors by maintaining a high number of 5 star reviews from our clients.



# BANQUET HOSTED EVENTS

## Holiday Banquet Events

Banquet staff hosted three large 2018 facility holiday brunches:

**677 Easter guests** were served, generating a net profit totaling **\$10,777**

**602 Mother’s Day guests** were served, generating a net profit totaling **\$10,777**

**554 Thanksgiving guests** were served, generating a net profit totaling **\$10,050**



## STRAIGHT from the TAP

On Saturday, January 27 Arrowhead hosted a VIP beer Event. We had 286 guest attend a private tasting event which allows guests a premiere beer experience which included 32 beer samples, hors d'oeuvres, and entertainment. Guests visited with 14 breweries who committed to bring beer that fit one of the following criteria: Limited Release, Never Left the *Tap House*, Sneak Peak of Spring Release. We charged \$65 person and \$25 for the designated drivers. \$16,54 was made from the silent auction. All proceeds from the auction go towards the Play for All Playground and Garden Foundation in support of the Sensory Garden Playground.



## Volunteer & Partner Appreciation Mixer

Hosted by the Cosley Foundation, Inc. and the Wheaton Park District Board of Commissioners, our annual Mixer offers great food and beverage, beautifully appointed events, and delivers excellent service. The WPD Partner and Volunteer appreciation mixer takes place annually and allows staff and vendors to creatively collaborate this large event which hosts 350-400 guests . Each year tones and tastes match the theme. Attendees experience everything from unique textiles and dramatic floral design, to modern elements such as lighting effects. Playful details and small favors add to the themes. In 2018 “You are the heart of the Wheaton Park District” brought the ballroom to life with hues of red and light blue. Desserts and heart shaped chocolates provided a sweet ending to a bountiful beginning.



# 2018 Arrowhead Collage Banquet Marketing Print and Wed Ads



**Arrowhead GOLF CLUB**

*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



**Arrowhead GOLF CLUB**

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

- Receptions
- Rehearsals and Showers
- Indoor & Outdoor Ceremonies

arrowheadgolfclub.org  
26W151 Butterfield Road | Wheaton, IL 630.653.5802



**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

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



**Arrowhead GOLF CLUB**

**UPCOMING EVENTS**

Painting Night - April 3 | 7P  
Revolution Beer Dinner - April 10 | 6:30P  
Weekly Specials | Outdoor Patio  
arrowheadgolfclub.org



**Arrowhead GOLF CLUB**

Weddings | Social Events | Corporate Outings  
Celebrate the important moments at Arrowhead.  
*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

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



**Arrowhead GOLF CLUB**

*Happily ever after starts here.*

One couple per evening | Spectacular golf course views  
Stunning multi-level clubhouse  
Accommodating up to 275 guests

Ask us about our incentives and specials  
630.653.5802  
or events@arrowheadgolfclub.org

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



**Arrowhead GOLF CLUB**

*Holiday Parties*

Reserve your lunch, dinner or cocktail party and receive **15% off per person\***

Fill our spaces with as few as 20 or up to 275 guests and we'll deck the halls with trees, twinkling lights, fresh wreaths and garlands and the colors of the season.

Contact 630.653.5802 or events@arrowheadgolfclub.org

\*Minimums do apply, discount applicable until 10/31/18 for parties in November-February.

26W151 Butterfield Road  
Wheaton, IL  
arrowheadgolfclub.org

# 2018 Arrowhead Collage Banquet Marketing Print and Wed Ads



*Happily ever after starts here.*

One couple per evening  
Spectacular golf course views  
Stunning multilevel clubhouse  
Roommodating up to 275 guests

Ask our event planners about 2019 incentives and promotions.

630.653.5802 or [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org)



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



One couple each night | Spectacular golf course views  
Outdoor Ceremony Site | Cocktail Terrace  
Exquisite menus | Private balconies

Ask us about incentives and specials.  
Email our professional event staff at [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org)

26W151 Butterfield Road | Wheaton, IL 60189 | [arrowheadgolfclub.org](http://arrowheadgolfclub.org)



One couple per evening | Spectacular golf course views  
Stunning multilevel clubhouse  
Roommodating up to 275 guests

Ask about 2019 incentives and specials.  
Contact our professional event team at 630.653.5802 or [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org)

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



Exquisite clubhouse with golf course views  
There's only one couple per night so the focus is on you and your guests

**Indoor & Outdoor Ceremonies | Receptions  
Showers | Rehearsal Dinners**

Contact our event planners at [events@arrowheadgolfclub.org](mailto:events@arrowheadgolfclub.org)

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



**Weddings | Ceremonies | Receptions | Showers**

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



# 2018 Arrowhead Collage Banquet Marketing Signage, Eblast and Social Media



## Eblasts



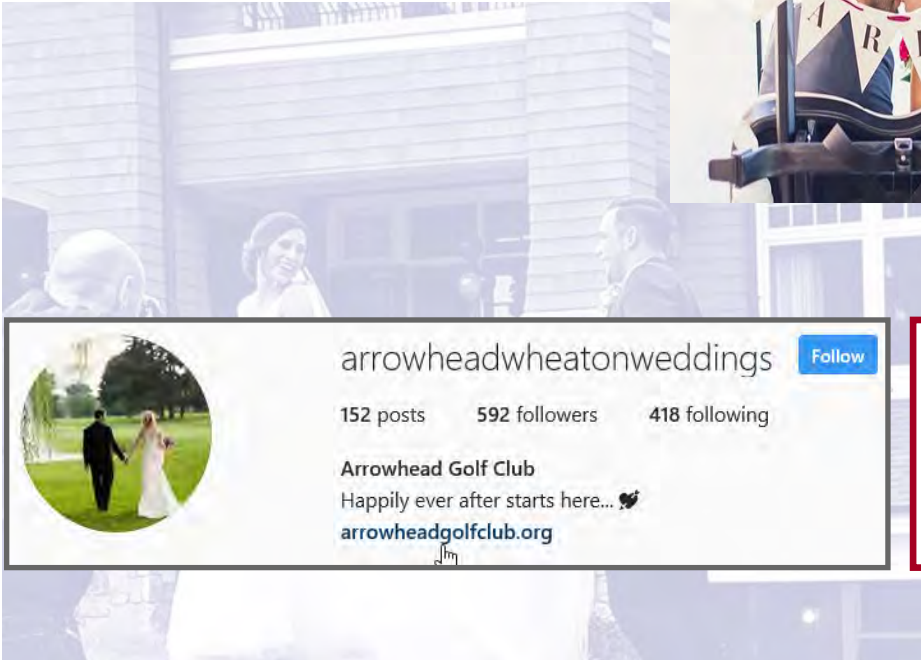
## Facebook Header Images & Social Media Posts



# FACILITY MARKETING

Arrowhead promotes through online platforms such as Facebook, Instagram, Twitter and occasional blogs.

*By end of December 2018, the wedding account, saw an increase in more than 150 followers.*



Address:  
 “arrowheadwheatonweddings”  
 Primarily utilized to promote weddings and events

Address: “arrowheadwheatongolf”  
 Utilized only to promote golf course



Regular eblasts help to promote our offerings to our customer base. Blasts are scheduled on a monthly basis plus a few additional ones for special announcements, events or pro shop sales. In 2018, a total of **31 blasts** were distributed to our subscribers. An additional 3 were sent through Chicago style weddings and Celebration Society to engaged couples. For our subscriber emails, we saw an **open rate of 24%** and a **click through rate of 5%**.

A large percentage of those resulted in direct registrations for events like Straight from the Tap, Dinner & Magic, and Pumpkins & Pancakes Events.



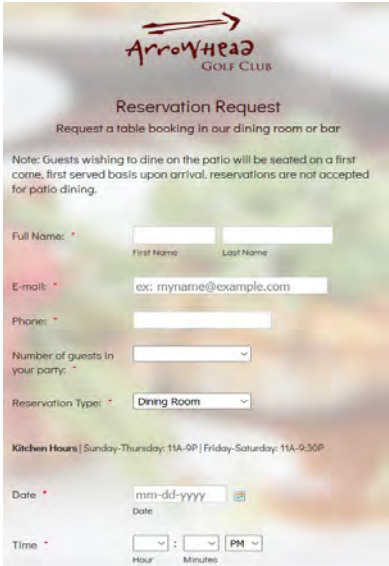
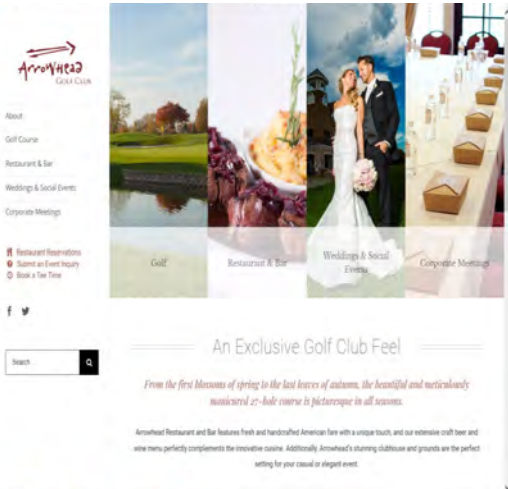


**Arrowhead Golf Club** has a strong brand and placement among the golf, banquet and restaurants in the area. It's unique because it exemplifies all that a private club would offer but available to the public. The community feels a sense of ownership with the facility.

In 2018, marketing continued to focus on the strong brand image and began to represent all that Arrowhead has to offer underneath the Arrowhead Golf Club logo and name. For a few years, the decision was made to separate our Golf, Restaurant & Bar and Weddings. In 2018, it was decided to bring it all back under the Arrowhead Golf Club name.

A few years ago, the website was redesigned and has continued to see an increase in visitors. This redesign was essential so that it provided mobile friendly capabilities. This redesign also provided an online reservation feature for the restaurant.

At the later part of 2018, a new electronic sign was added to the entrance of the facility. In the few short months, the sign has added an incredible visibility for the golf club along with a vast opportunity for marketing.



# MARKETING OVERVIEW

## RESTAURANT, BAR AND EVENTS

### Web and Print Advertising

The following marketing and advertising initiatives were part of the mix in 2018. Print Publications, website and digital, direct mail, email blasts, social media, on-site static & electronic messaging, community outreach, mobile and cross-marketing with other park district facilities.

The following print publications and websites were utilized to promote various restaurant menu offerings, specials events, weddings & social events and special holiday menus.

Suburban Life Magazine & Newspaper, West Suburban Living Magazine, Glancer Magazine, Naperville Magazine, Danada Life Magazine, DuPage convention & Visitors Bureau, Wheaton Chamber, Naperville Chamber, Yelp.com, Uniquevenues.com, Foodio54.com, Chicago style wedding Magazine & chicagostyleweddings.com

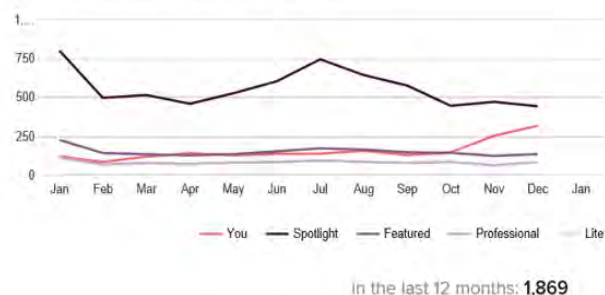
Chicago bride Magazine & chicagobride.com, Celebration society Magazine and celebrationsociety.com, Weddingwire.com, Herecomestheguide.com, Pridezillas.com, EquallyWed.com

### Sarah E / Chicago

*I fell in love with Arrowhead from the first time I saw it and knew it was the perfect venue for my September 30, 2018 wedding. I started planning very early, 18 months in advance, but Arrowhead was nothing but accommodating and patient with me from start to finish, despite my 5000+ questions/concerns. My original coordinator, Brittiny ended up moving in the middle of my planning process, which was a concern at first. However, the transition to working with Alexis was seamless, and I instantly felt reassured and knew I was still in great hands. To say that Arrowhead made my wedding day perfect and ideal is an understatement. Our guests will not stop talking about how beautiful the venue was, how amazing the food was, and how efficient, friendly, and accommodating the staff was. There were no long gaps between courses, glasses were instantly refilled, and we felt so special and cared for the entire day. I only wish I could go back in time and relive my wedding day at Arrowhead on repeat! My budget was not huge, but the promotions and willingness of Arrowhead to work with each couple's needs allowed me to have a wedding that felt and looked like it cost tens of thousands more than I spent! I cannot recommend this venue enough, they will ensure you have the wedding of your dreams!*

### Storefront Visits

View the number of visits to your Storefront and average performance by listing type for competitors in your region.



### E-mail Marketing

Regular eblasts help to promote our offerings to our customer base. Blasts are scheduled on a monthly basis plus a few additional ones for special announcements, events or seasonal sales.

In 2018, a total of 31 blasts were distributed to our subscribers. An additional 3 were sent through Chicago style weddings and Celebration Society to engaged couples. For our subscriber emails, we saw an open rate of 24% and a click through rate of 5%. A large percentage of those resulted in direct registrations for events like Straight from the Tap, Dinner & Magic, and Pumpkins & Pancakes Events.

### Eventective

From February 2018 to January 2019, we had a total of 6,870 visitor views (3,836 of which came from mobile devices). Arrowhead appeared in yelp search results 77,263 time.

Below are two reviews of the 23 that we received on yelp:

#### Victoria O. / Downers Grove

*The course PRISTINE!!! Loved it! Amazing! Worth every penny. The staff was wonderful especially Nancy in the pro shop. We had lunch on the veranda and the food was amazing. I also did some shopping! Golf skirt and a few items for my husband. Pricey but super high quality. See you sooner than later. You are never going to get rid of me!*

# MARKETING OVERVIEW

## RESTAURANT, BAR AND EVENTS

### On-site marketing

Static and electronic signage is displayed indoors and outdoors of the facility. These signs include street banners, A-frames, easel signs, and electronic messaging on tv screens and the new, in 2018, electronic entrance sign. Table tents, bounce back coupons and check presenter coupons are also utilized within the restaurant

### School/Community Outreach

Arrowhead partners with school groups, PTA's and local organizations on an annual basis. This partnership includes advertising in their program or discount coupon booklets, holding a fundraiser or providing a light snack bar after sporting events. In addition, Arrowhead donates golf foursomes for raffles and silent auction fundraisers.

### New Weekly and Daily Specials

- Weekly Specials, like Monday \$6 Burgers, Taco Tuesday, Throwback Thursday, Fish Fry Fridays, Kids Eat Free on Wednesdays

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.

### Hosted Events

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)
- Valentines Day Cookie Making Class (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

### Online Inquiry Forms

The online event inquiry form available on the website, continues to provide our visitors with a convenient way to contact our event planners and begin the dialogue for their upcoming event. In 2018, we received a total of 680 inquiries. With our new website design in 2017, we added an online reservation tool. In 2018, we received a total of 1,400 restaurant reservations through this tool.

### Mobile Text Campaign

We continue to utilize our mobile text outreach to announce special promotions, events or facility alerts. Our data base increased to 795 subscribers. In total, we sent 16,166 text messages in 2018

### Website Traffic and Statistics

Our visitors continue to climb each year. In 2018, we had a total of 98,118 website visitors as compared to 89,475 in 2017.

The following pages are the most frequently viewed on the site:

1. Home: 102,343
2. Golf Overview: 39,046
3. Restaurant & Bar Overview: 30,440
4. Restaurant Menus: 22,264
5. Weddings & Social Events Overview: 19,590
6. Golf Rates: 17,188
7. Weddings & Events Menu Pricing: 16,023
8. Event Listings - Restaurant & Bar : 9,865
9. Course Scorecard: 9,087
10. Image Gallery: 6,043

The following websites are the top 10 referral sites that drive traffic to our site:



# ARROWHEAD GIVES BACK –2018

## Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated golf gift certificates in 2018 to many local causes, most of whom are listed below:

A Giving Heart Foundation	FT Cares	Rock Bottom Brewery
A Night for Vance	FVSRA	Rotary Christmas Inn
A Salute to our Heroes Foundation	Geneva Park Foundation	Schaumburg Park Foundation
A85 Cure	Glen Ellyn rotary	Schaumburg Rotary
Addison Park District	Glenbard South High School	Sharing Connections
American Cancer Society	Glenview Park Foundation	Spectrios
Bartlett Park District	Goombay Bash H Foundation	St. Francis HS for Spring Fundraiser
Benedictine University	Hoffman Estates Park District	St. James the Apostle
Bloomington Chamber	HOME	St. John the Baptist Church
Bloomington Park District	Hubble Middle School	St. Michaels
Bombshell Bullies	IAPD golf outing	St. Pius in Lombard
Bower Elementary	Inspire Dreams Foundation	Straight from the Tap
BR Ryall YMCA	IPRF	Student Excellence Foundation
Bunkers In Baghdad	Jack's Army	Susan Friend
Carol Stream Candlelight Bowl	Jefferson Preschool	Synapse House
Carol Stream Chamber	Kiwanis	Tee Off For Tots
Carol Stream Rotary	Knights of Columbus	Teen Parent Connection
CASA of DuPage	Korryn Bachner Fundraiser	The Pierce Foundation
Casino Night	Lee Wulff Chapter of Trout Unlimited	TriTown YMCA
Catholic Charities	Lincoln Elementary	TriCity Services
Chamber 360	Lions Club	Turning Point for Autism
Chris Kyle Frog Foundation	Lions Club Christmas	VFW Judd Kendall Post
Churchill Elementary	Lisle Area Chamber	VFW-Normandy Project
Clare Woods Academy	Longfellow Elementary	Waukegan Park District
Cloverdale PTA	Lowell Elementary	WDSRA Charlie Long golf outing
College of DuPage	Madison Elementary	We Grow Dreams
Congregation Etz Chaim	Main Niles Assoc. of Special Recreation	West Chicago Park District
Conservation Foundation	March of Dimes	West Suburban Community Pantry
Cosley Classic	Markland Children's Home	Wheaton Montessori
Deerfield Park District	Metropolitan Family Services	Wheaton Municipal Band
DeKalb park district	Midwest Shelter for Homeless Veterans	Wheaton Park District- Oktoberfest
DuPage Care Center Foundation	Milton Township	Wiesbrook Elementary -fun fair
DuPage County 4H Foundation	NAMI DuPage	Winfield Park District
DuPage County Farm Bureau	Naperville Area Humane Society	WSSR
DuPage Foundation	Natural Resources Committee of Geneva	Wheaton South Cabaret Fundraiser
DuPage Legal Aid	Northern IL Food Bank	Wheaton South Band
DuPage Medical Group	Northwestern Hospital Auxiliary	
DuPage Pads	NWCSRA	
DuPage Symphony Orchestra	Off the Street Club	
Edward Foundation	Oswegoland Park District	
ESSE	Palatine Park District	
Evangelical Family Agency	Park District of Highland Park	
Family Shelter Services	Paul Fabri Memorial Golf Classic	
Franklin Middle School	Peoples Resource Center	
Freedom Golf Association	Pleasant Hill Elementary	
	Rally for the Cure - Jeanne Wasser	
	Reclaim 13	

# 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 2018.

<b>Breakdown of Space Donated to WPD and Affiliates 2018</b>	<b>VALUE OF SPACE</b> <i>Represents the minimum cost for an outside group to rent the space.</i>	<b>COST TO ARROWHEAD</b> <i>Includes set up, labor, linen and food &amp; beverage fees.</i>
<b>ADMINISTRATION</b> <i>Events hosted by Wheaton Park District internally such as meetings.</i>	<b>\$3,500</b>	<b>\$1,050</b>
<b>COMMUNITY</b> <i>Space given to groups such as WWSHS or Chamber.</i>	<b>\$22,440</b>	<b>\$6,732</b>
<b>RECREATION</b> <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	<b>\$23,092</b>	<b>\$6,927</b>
<b>Total Donation from Arrowhead Golf Club</b>	<b>\$49,032</b>	<b>\$14,709</b>

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

<b>2018 DISCOUNT/DONATION GIVEN</b> <i>Represents the retail value of the event less the cost to the group.</i>	
<b>ADMINISTRATION</b> <i>Includes Wheaton Park District Appreciation Mixer, Leisure Center, and other use of space by Wheaton Park District</i>	<b>\$54,450</b>
<b>COMMUNITY</b> <i>Includes Wheaton Park District affiliates such as Wheaton Chamber, WWSHS, WDSRA</i>	<b>\$8,976</b>
<b>COSLEY FOUNDATION</b> <i>Includes events such as the Cosley Golf Outing, and other special meetings and events.</i>	<b>\$26,071</b>
<b>RECREATION</b> <i>Sports and Rec Meetings, Holiday Party and other special events.</i>	<b>\$9,238</b>
<b>Total Donation from Arrowhead Golf Club</b>	<b>\$98,735</b>

## Wheaton High Schools

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



<b>High School Golf 2018</b>	<b>WWSHS</b>	<b>WNHS</b>	<b>TOTAL</b>
<b>Rounds</b>	412	469	881
<b>Green Fees</b>	\$7,210	\$8,207	\$15,417
<b>Range Balls</b>	\$2,060	\$2,345	\$4,405
<b>Total</b>	<b>\$9,270</b>	<b>\$10,552</b>	<b>\$19,822</b>



# ARROWHEAD GIVES BACK TO THE COMMUNITY

## Employing Wheaton Residents

Arrowhead acknowledges that the secret to our success is the support of our Wheaton resident staff. The chart below represents the total wages paid to Arrowhead Golf Club employees who reside in Wheaton.

Area of Employment	2018 Wages, by Area to Wheaton Residents
Administrative	\$ 223,970
Banquets	\$ 61,849
Bev Cart	\$ 16,168
Custodian	\$ 23,680
Golf Maintenance	\$ 127,062
Kitchen	\$ 50,997
Pro Shop	\$ 140,179
Restaurant	\$208,089
<b>Total</b>	<b>\$ 851,994</b>

## Fundraising for Cosley Zoo and Wheaton Park District

In 2018 the Cosley Foundation board elected to change the **PAWS for Breakfast** be served as a continental style offering for volunteers and staff only. This breakfast is held to kick off Cosley Zoo's Run for the Animal's 5 and 10K run.

**Cosley Classic Golf Outing 2018 172 golfers**, sponsors silent auction, gimmick holes, raffle and mulligans raised more than **\$40,000** to benefit Cosley Foundation. Arrowhead provided the entire golf course to participants. **183 guests** were hosted for lunch and dinner, the meal was provided through Arrowhead vendor food donations.

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

## ARROWHEAD GIVES BACK—2018 TOTAL VALUE

Donated Meeting Space	\$ 49,032
Discounts to WPD and Affiliates (Cosley shown separately)	\$ 72,664
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$19,822
Cosley Foundation Fund Raising	\$ 40,000
Employment	\$851,994
<b>TOTAL Value Arrowhead Gives Back</b>	<b>\$1,033,512</b>



## **Banquets and Events**

### **Office Personnel**

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

### **Service, Bartender & Housemen Staff**

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

## **Restaurant Front House**

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

## **Restaurant Kitchen Training**

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

# TRAINING

## Golf

In-service training has always been an important part of what we do at Arrowhead. In 2018, 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

## 2018 YEAR-TO-YEAR COMPARISON

	2018	2017	2016	2015	Average
<b>Administration</b>					
Revenue	\$66,314	\$54,107	\$40,540	\$11,164	<b>\$43,031</b>
Expense	(\$1,027,425)	(\$963,201)	(\$969,811)	(\$940,075)	<b>(\$975,128)</b>
<b>Net</b>	<b>(\$961,111)</b>	<b>(\$909,093)</b>	<b>(\$929,271)</b>	<b>(\$928,911)</b>	<b>(\$932,097)</b>
<b>Parks Maintenance</b>					
Expense	(\$29,194)	(\$24,814)	(\$12,492)	(\$32,333)	<b>(\$24,708)</b>
<b>Net</b>	<b>(\$29,194)</b>	<b>(\$24,814)</b>	<b>(\$12,492)</b>	<b>(\$32,333)</b>	<b>(\$24,708)</b>
<b>Pro Shop &amp; Golf Fees</b>					
Revenue	\$2,222,852	\$2,267,229	\$2,236,854	\$2,278,998	<b>\$2,251,483</b>
Expense	(\$634,125)	(\$672,905)*	(\$652,881)	(\$653,708)	<b>(\$646,905)</b>
<b>Net</b>	<b>\$1,558,728</b>	<b>\$1,594,324</b>	<b>\$1,583,973</b>	<b>\$1,623,290</b>	<b>\$1,509,079</b>
<b>Golf Maintenance</b>					
Revenue	\$5,640	\$1,375	\$6,000	\$12,869	<b>\$6,471</b>
Expense	(\$970,888)	(\$1,090,539)	(\$1,001,980)	(\$928,337)	<b>(\$997,936)</b>
<b>Net</b>	<b>(\$965,247)</b>	<b>(\$1,089,164)</b>	<b>(\$995,980)</b>	<b>(\$915,468)</b>	<b>(991,456)</b>
<b>Food &amp; Beverage</b>					
Revenue	\$5,024,272	\$5,349,366	\$5,426,437	\$5,331,871	<b>\$5,282,987</b>
Expense	(\$4,307,094)	(\$4,433,619)	(\$4,372,487)	(\$4,243,681)	<b>(\$4,339,220)</b>
<b>Net</b>	<b>\$717,178</b>	<b>\$915,747</b>	<b>\$1,053,949</b>	<b>\$1,088,191</b>	<b>\$943,766</b>
<b>Cross Country Ski</b>					
Revenue	\$12,198		\$2,877	\$7,543	<b>\$5,655</b>
Expense	(\$857)	(\$837)	(\$1,006)	(\$8,228)	<b>(\$2,732)</b>
<b>Net</b>	<b>\$11,341</b>	<b>(\$837)</b>	<b>\$1,871</b>	<b>(\$685)</b>	<b>\$2,923</b>
<b>ALL</b>					
Revenues	\$7,331,276	\$7,672,077	\$7,712,708	\$7,640,445	<b>\$7,589,127</b>
Expenses	(\$6,969,583)	(\$7,185,915)	(\$7,010,657)	(\$6,806,362)	<b>(\$6,993,129)</b>
<b>Net</b>	<b>\$361,693</b>	<b>\$486,162</b>	<b>\$702,050</b>	<b>\$834,083</b>	<b>\$595,997</b>

**Golf Cart Purchase \$343,000\* was subtracted from the 2017 Pro Shop expense**

Figures for 2018 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 2018

	01-Jan	02-Feb	03-Mar	04-Apr	05-May	06-Jun	07-Jul	08-Aug	09-Sep	10-Oct	11-Nov	12-Dec	Grand Total
<b>000-Administration</b>													
4-Revenues	\$3,506	\$1,538	\$2,502	\$5,436	\$1,705	\$2,945	\$14,604	\$3,762	(\$2,513)	(\$2,986)	\$13,526	\$22,290	\$66,314
5-Expenses	(\$65,555)	(\$61,392)	(\$123,559)	(\$70,415)	(\$60,279)	(\$102,666)	(\$74,397)	(\$98,779)	(\$82,398)	(\$80,129)	(\$77,392)	(\$130,465)	(\$1,027,425)
000-Administration Total	(\$62,049)	(\$59,854)	(\$121,057)	(\$64,979)	(\$58,574)	(\$99,721)	(\$59,793)	(\$95,017)	(\$84,911)	(\$83,115)	(\$65,018)	(\$108,175)	(\$961,111)
<b>101-Parks Maintenance</b>													
5-Expenses	(\$1,655)	(\$677)	(\$3,086)	(\$1,353)	(\$8,151)	(\$2,435)	(\$1,389)	(\$2,050)	(\$2,454)	(\$1,440)	(\$1,405)	(\$3,098)	(\$29,194)
101-Parks Maintenance Total	(\$1,655)	(\$677)	(\$3,086)	(\$1,353)	(\$8,151)	(\$2,435)	(\$1,389)	(\$2,050)	(\$2,454)	(\$1,440)	(\$1,405)	(\$3,098)	(\$29,194)
<b>601-Golf Maintenance</b>													
4-Revenues	\$5,471			\$170									\$5,640
5-Expenses	(\$43,230)	(\$23,525)	(\$93,558)	(\$65,687)	(\$70,449)	(\$153,777)	(\$114,387)	(\$107,868)	(\$92,494)	(\$64,575)	(\$50,406)	(\$95,698)	(\$975,654)
601-Golf Maintenance Total	(\$43,230)	(\$18,054)	(\$93,558)	(\$65,517)	(\$70,449)	(\$153,777)	(\$114,387)	(\$107,868)	(\$92,494)	(\$64,575)	(\$50,406)	(\$90,564)	(\$965,247)
<b>611-Pro Shop/Golf Fees</b>													
4-Revenues	\$3,937	\$45,087	\$197,166	\$173,440	\$284,410	\$316,895	\$346,491	\$371,091	\$284,650	\$137,447	\$49,402	\$12,837	\$2,222,852
5-Expenses	(\$13,960)	(\$23,949)	(\$43,926)	(\$68,277)	(\$56,739)	(\$64,422)	(\$59,589)	(\$81,143)	(\$91,881)	(\$33,447)	(\$43,607)	(\$53,185)	(\$634,125)
611-Pro Shop/Golf Fees Total	(\$10,023)	\$21,138	\$153,240	\$105,163	\$227,671	\$252,473	\$286,901	\$289,948	\$192,769	\$103,999	\$5,794	(40)	\$1,588,728
<b>612-Food and Beverage</b>													
4-Revenues	\$226,337	\$266,157	\$308,947	\$325,664	\$494,979	\$592,577	\$494,694	\$539,653	\$596,429	\$419,243	\$319,031	\$440,563	\$5,024,272
5-Expenses	(\$210,77)	(\$186,067)	(\$437,192)	(\$306,822)	(\$356,78)	(\$438,644)	(\$358,515)	(\$470,937)	(\$381,788)	(\$370,519)	(\$257,89)	(\$531,149)	(\$4,307,094)
612-Food and Beverage Total	\$226,337	\$80,090	(\$128,245)	\$118,842	\$494,979	\$153,933	\$136,179	\$68,716	\$214,641	\$48,724	\$319,031	(\$90,586)	\$717,178
<b>613-Cross Country Skiing</b>													
4-Revenues	\$455	\$11,503								\$240			\$12,198
5-Expenses	(\$20)	(\$298)	(\$323)	(\$20)	(\$21)	(\$21)	(\$20)	(\$41)	(\$41)	(\$20)	(\$20)	-\$53	-\$857
613-Cross Country Skiing Total	\$435	\$11,205	(\$323)	(\$20)	(\$21)	(\$21)	(\$20)	(\$41)	(\$41)	(\$20)	(\$20)	-\$53	\$11,341
<b>Grand Total</b>	\$109,815	\$33,848	(\$193,029)	(\$7,864)	\$585,455	\$150,452	\$247,491	\$153,729	\$227,510	\$3,373	\$209,128	(\$292,516)	\$361,693

2018



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