



Arrowhead GOLF CLUB



ANNUAL REPORT 2019



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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.

Arrowhead staff is dedicated to providing our guests with an outstanding facility and experiences while also providing our employees the tools they need to do their jobs safely and efficiently. Whether it is Nine and Dine, Family League, Swing King, special themed dinners, kids cookie decorating or movie nights on the driving range, we are committed to offering new and exciting opportunities for guests to take part in throughout the year and in every part of the operation.

Arrowhead Restaurant offers seasonal menu entrée choices in addition to its regular menu options. Craft beer and wine options from near and far ensure guests enjoy returning time and time again. Live music on the first Friday each month, kids eat free every Wednesday, scratch-made menu presentations for Mardi Gras, Oktoberfest, Cinco de Mayo, St. Paddy's Day, and seasonal menus are among many avenues Arrowhead staff invites new guests and welcomes the return of our regulars. At the start of 2019 staff hired a consulting firm, Profitable Food Facilities (PFF), help the food and beverage team find the perfect option for them to grow more efficient. They advised the team on menu design, food cost, and kitchen enhancements, which resulted in new dishwashers for a more efficiently run kitchen. Staff continues to use PFF's coaching in its day-to-day operations.

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 re-named 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.

The replacement of carpet in most public areas of the clubhouse, in spring of 2017. 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. A new ter-

race added outside the Pro Shop 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 provides an additional rental space.

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.

Projects continued in 2019 with new dishwashers installed in both of our kitchens. These units greatly enhance efficiency throughout our food and beverage department. Also, new pipes and cable were installed to carry back-up lines for internet service and assisting with the installation of a new server. Both were added to provide better working conditions for all staff and limit the down time often experienced by customers in the past.

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.

ARROWHEAD STAFF

ADMINISTRATION



Andy Bendy
*Director of
Special Facilities*



Dan Novak
*Superintendent of
Special Facilities*



Kim Prazak
*Special Facilities
Assistant*

FOOD & BEVERAGE OPERATIONS



Russ Hillard
*Food and Beverage
Director*



Iwona Thrasher
*Lead Restaurant
Manager*



Dan Stear
*Restaurant
Manager*

RESTAURANT

GOLF



Bruce Stoller
Director of Golf



Andrew Ogata
*Head Golf
Professional*



Matthew Nations
*Head Golf
Professional*

KITCHEN



Eric McBride
Executive Chef



Amy Pryzbylo
Sous Chef



Carl Dudgeon
Kitchen Supervisor

MAINTENANCE



Justin Kirtland
*Golf Course
Superintendent*



Neil DalCerro
Building Engineer



Mike Forrest
Head Custodian

BANQUETS



Lauren Zomparelli
*Senior Catering
Manager*



Alexa Piekarski
*Wedding
Coordinator*



Margaret Harris
*Catering Sales
Manager*



Lois Becker *Senior
Catering Sales
Associate*



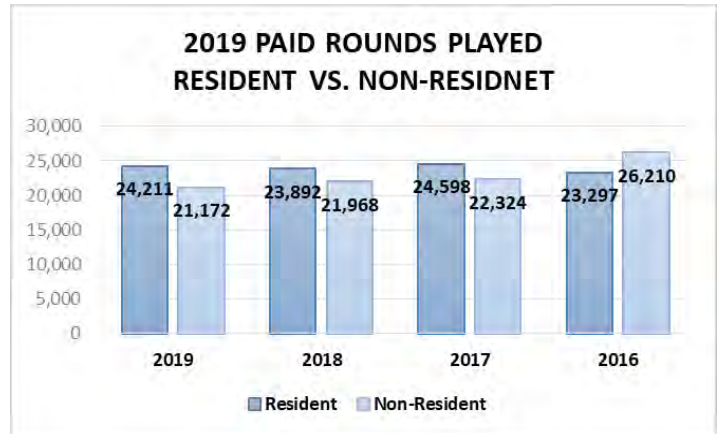
Gabe Coyomani
*Operations
Manager*

ARROWHEAD STAFF



ANNUAL PAID GOLF ROUNDS

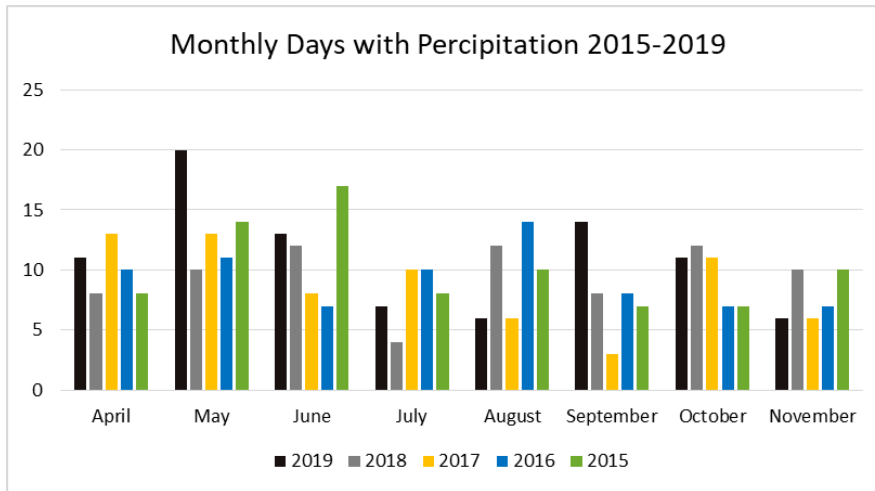
- o Once again, residents made up the majority of our play in 2019. 53.3 % of paid rounds were played by residents.
- o The majority of open tee times are played by non-residents
- o The vast majority of league and permanent tee time participants are residents.



Annual Paid Rounds	2019	2018	2017	2016	2015
Paid Rounds	45,383	45,860	46,922	49,533	50,980
Change from Previous Year	-1.0%	-2.3%	-5.2%	-2.8%	2%



METEOROLOGICAL CONDITIONS



2019 was the third wettest season on record with over 130% of normal precipitation.

Days Closed Due to Weather:

There were only four 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. Unusually cool spring and fall seasons coupled with a wet summer had a significant impact on rounds played on many days.

Meteorological Conditions for 2019:

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:** The second longest stretch of days with snowfall ever (16) coupled with the Polar Vortex and fourth longest stretch of below zero temperatures in history.
- February:** The cloudiest February in 57 years brought an end to meteorological winter.
- March:** Another cool month with high temperatures averaging almost four degrees below normal.
- April:** The 16th wettest on record and the 6th snowiest ever. Highlighted by two late season snow storms, including the largest on record. Heavy late month rains caused flooding which kept two courses closed for between 3 and 7 days.
- May:** **The wettest May in the 149 years of record keeping in our area.** 21 days with rain tied an all time record for any month in history. The West course was again closed for three days late in the month due to flooding.
- June:** Above average precipitation with measurable rain on 16 days during the month.
- July:** The sunniest July in over 50 years with 12 days reaching at least 90 degrees. However, a few large storms pushed the monthly rainfall total above normal.
- August:** A nice month for golf with near normal temperatures and below average rainfall.
- September:** The sixth wettest in history with rain on 14 days, including all five Sundays, and nearly two and a half times the normal amount of rain. It was also the cloudiest in 35 years and the warmest in 60 years.
- October:** The eighth wettest on record with more than twice the normal amount of precipitation. This included the third largest October snowfall on record and the second snowiest ever.
- November:** The 16th coldest ever with records set for coldest low and coldest high temperature on the 12th.
- December:** Well above normal temperatures and almost no snowfall

The long term average for meaningful precipitation in our area as been 70 days per year. There were 88 such days in 2019
Included in this are the wettest May, second wettest meteorological spring and fourth wettest fall.

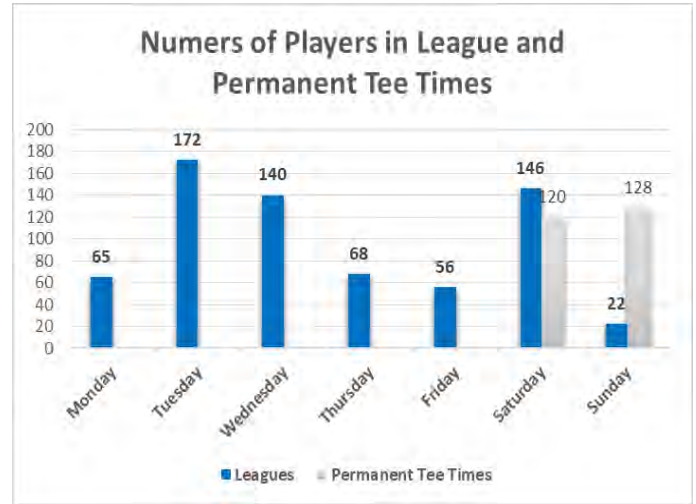
2019 was the cloudiest year ever recorded in or area.

There were 18 more days of meaningful precipitation in 2019 (88) than the long term average of 70.

There were only 186 days between measurable snowfalls in 2019 compared to the average of 229 days.

WEEKLY GROUPS

- o There are 10 leagues that play weekday mornings.
- o There are 7 leagues that play weekday afternoons.
- o Our Couples League plays Saturday afternoons and continues to be very popular with a total of 73 couples participating. Wheaton residents represent the majority of participants but more and more non-residents join every season.
- o 11 Families took part in the inaugural season of our Family League.



ARROWHEAD FAMILY LEAGUE

PGA Junior League started with the goal of providing a slightly competitive way for new and novice golfers under the age of 14 with a way to experience the game in a fun and relaxed setting. After a few years, the focus of the league on a regional and national level quickly switched to include a national tournament and a very competitive playoff structure. The children in our league did not enjoy the late season competitive nature of things and many of the parents were becoming frustrated as they saw the national program morph away from the original intention.



In response, the Arrowhead Family League was introduced in the spring of 2019. The group was partially modeled after our very successful Couples League but with even less emphasis on winning. It is designed to allow children to play with a family member using short tees and various fun formats. The group started small with only six families starting the season. The group grew to 11 families by the end of the year and is expected to grow quickly over the next few years. We believe that bringing families together on the course is the best way to grow the game and produce life long participants in the game of golf.



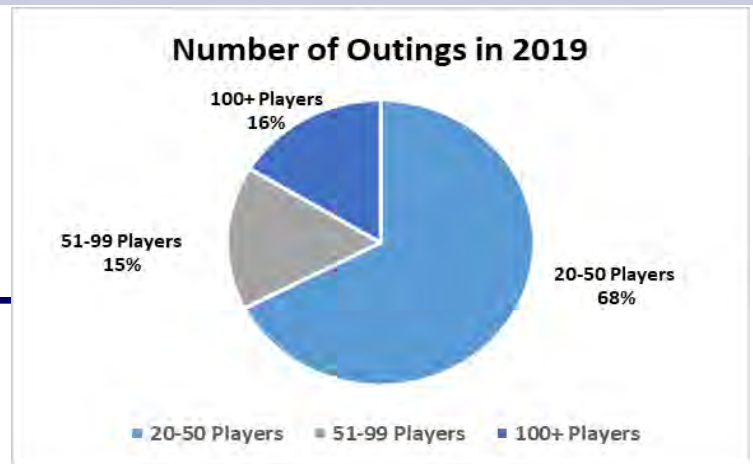
The adult group lesson program allowed novice golfers, who make up the majority of participants, to play a few holes on the course during their last class.

546 golf lesson hours were taught in 2019 which represents an increase of seven percent from the year before.

GOLF OUTINGS

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 or halfway house for meals and/or refreshments before, during or after their round.

- o We hosted **69 golf outings in 2019** versus 72 in 2018. Forty three of these had less than 50 players with many of these being less formal events in the restaurant. Ten were mid-sized groups (51-100) and 16 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 approximately **4,450 total** golfers participate in outings in 2019 compared to 4,600 in 2018.
- o Of the **26 large** and mid-sized groups, **14** were fundraisers, **11** were corporate or association events and 1 was social. Five of these groups were new to Arrowhead .in 2019.



	2019 Gross Sales	2018 Gross Sales	2019 Profit Margin	2018 Profit Margin	2019 Profit Dollars	2018 Profit Dollars
Hard Goods	\$8,139	\$6,451	48.7%	48%	\$3,960	\$3,067
Golf Balls	\$57,335	\$56,522	31.3%	28%	\$17,922	\$15,866
Soft Goods	\$61,651	\$73,029	40.6%	41%	\$25,030	\$29,623
Total Sales	\$127,125	\$136,002	36.9%	36%	\$46,912*	\$48,556*

MERCHANDISE SALES



Soft goods consist of wearable while hard goods are equipment.

*Not included above is an additional \$25,000 received as part of the lease agreement with Pelican Golf.

SPECIAL EVENTS AND TOURNAMENTS



Arrowhead hosts a variety of special events throughout the year for the enjoyment of our regular customers and other guests.

Ladies Night Out - Held on March 11th, 95 women attended this event for an evening of wine and golf talk with the professional staff and superintendent. Justin Kirtland gave a presentation on lawn care with attention also being given to “what’s new at Arrowhead” this year as well as the large number of rule changes instituted in 2019.

Men’s Night Out - Held on March 4th, 30 men attended the event. It followed a similar format as the ladies event with beer sampling available instead of wine.

Antlers Club - Designed to reward our most loyal event participants, this group of 10 avid golfers take part in regular par 3 events tournaments coinciding with many of our largest outings. 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 146 participants in 2019 as the league continues to be our most popular offering.

Kickoff Classic - This classic continues to gain in popularity as 46 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 38 participants in 2019.

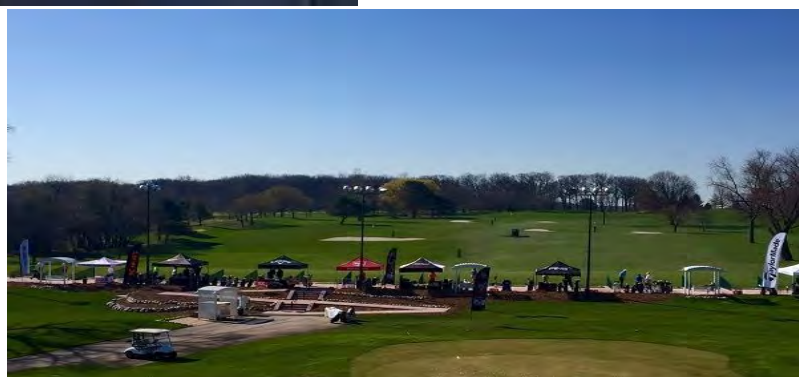
Three Person Scramble - This has become our most popular event of the season with 72 players competing in this handicapped event which pits three person teams against each other in a scramble format. This was the largest turnout for any of our four tournaments in over a decade.

Brutal Cup - This 27-hole Ryder Cup style event features three different competitions played between two randomly drawn teams. The event is played in November when the weather has the potential to be “brutal.” This year’s event was cancelled due to poor forecasted conditions after a solid 32 players had registered.

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 lost the cup for the first time in four years but, as always, Chef Alan won the kitchen battle in his last appearance, before his retirement

Trophies are awarded to winners and runner ups in the Club Championship but most prizes and all weekly events are paid out in merchandise certificates to the Pro Shop.





2019 marked the fourth 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.

Pelican Golf continued to sell shoes in our Pro Shop in 2019 as they are able to offer our customers significant savings with greatly expanded selection for our customers. This is a category which has traditionally offered low profit margins and dollars so is another win/win for our two businesses.

A mutually advantageous event was held on May 4th when representatives from Callaway, Cleveland, Cobra, Mizuno, Ping, Srixon, Taylor Made and Tour Edge came to our range to take part in our annual Demo Day. Free clinics were offered throughout the day and Revolution Brewing offered draft beers for sampling. 120 people attended at least some portion of the event which took place on a cool and windy spring day.

Sadly, John Gagliano, who had been the PGA professional managing Pelican Golf since January of 2017, passed away suddenly on October 30th at the age of 55. John was an exceptional teacher and his loss will leave a void that will be difficult to fill. Our thoughts continue to be with his family as we head into the future.

The Arrowhead professional staff will lend assistance as appropriate moving forward as we look to continue this partnership which helps us to offer our guests one of the best municipal golf experiences in the western suburbs and beyond.

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 2019, we replaced two fairway mowers, two green rollers and a utility vehicle.

A number of **Drainage projects** were completed this year. These included projects on #1, #2, #3, #5, #6 and #9 on the West course and #10 on the East course. These projects were completed almost entirely in-house and allowed for substantial improvement to course drainage and playability in these areas.

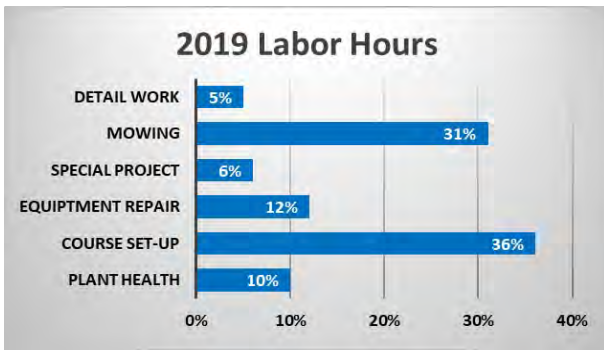
We continue to address deteriorating **cart path issues** with the inclusion of funds in the annual budget to repair the areas most in need. This project was started in 2014 and will continue until all areas meet the high standards that are expected. A large section of path on #3 West was replaced and widened to allow better access to the restroom trailer on that course.

In conjunction with staff from DuPage County, work was started on repairs to a berm on the East course that has eroded over the years to a point that water was no longer flowing in the proper direction. This fault added greatly to the flooding which has become persistent over the last few years.

Golf Course Projects	2019	2018	2017	2016	2015	TOTAL
Renovation Expenses	\$52,416	\$118,198	\$57,909	\$109,315	\$128,504	\$466,342
Capital Equipment Purchase	\$158,057	\$108,347	\$135,970	\$120,967	\$103,402	\$626,743



GOLF COURSE MAINTENANCE



	Chemicals and Fertilizers		Golf Maintenance Overtime
2019	\$141,627	2019	\$4,982
2018	\$128,862	2018	\$4,432
2017	\$161,713	2017	\$4,840
2016	\$151,269	2016	\$7,298
2015	\$143,204	2015	\$5,304

- o All greens are mowed daily. Tees, fairways, approaches and collars are mowed two 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 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 events such as flooding and off hours snowfall make it difficult to avoid, but minimizing the impact on the bottom line is always a priority.



AUDUBON COOPERATIVE SANCTUARY PROGRAM

The staff at Arrowhead is committed to conservation and taking part in the **Audubon Cooperative Sanctuary Program for Golf Courses** is an example of this. We are very proud of our efforts so far and look forward to becoming certified in the near future.

What is the Audubon Cooperative Sanctuary Program for Golf Courses?

The Audubon Cooperative Sanctuary Program for Golf Courses (ACSP) is an environmental education and certification program that helps golf courses protect the environment, preserve the natural heritage of the game of golf, and gain recognition for their efforts. Through collaborative efforts that began in 1991 with the United States Golf Association, membership in the ACSP has steadily grown to include more than 2,300 golf courses in the United States and three dozen countries worldwide.

How does it work?

The ACSP assists each golf course member to take stock of its environmental resources and any potential liabilities, and then develop a plan that fits its unique setting, goals, staff, budget, and time. Audubon International provides information to help golf course personnel with six key environmental components:

- Environmental Planning **Achieved 02/28/2018**

General Overview that sets the ground work for the remaining categories

- Water Conservation **Achieved 03/28/2018**

Highlights our efforts to save water through irrigation upgrades and judicious use of water

- Water Quality Management **Achieved 08/09/2018**

Water testing to verify that water leaving the property is cleaner than when it entered

- Chemical Use Reduction and Safety **Achieved 08/09/2018**

Shows our commitment to safely and effectively using plant protectants for all stake holders

- Wildlife and Habitat Management **Achieved 03/25/2019**

Displays efforts to create and maintain areas to encourage wildlife habitat

- Case Study **Achieved 03/25/2019**

Case study detailing our water savings achieved in irrigation upgrades

- Outreach and Education **Achieved 12/18/2019**

Showcasing our efforts to involve our customers in education efforts. Highlighted by our BioBlitz campaign in June in which we had the 3rd highest participation in the country.

- Site Visit required to finalize the process. **Timing to be determined**

Certification

Certification provides an efficient way to work directly with members regarding their unique property while also providing motivation to take action on the key environmental components.

Designation as a Certified Audubon Cooperative Sanctuary is awarded to the golf course upon meeting environmental management standards in each area. Achieving certification demonstrates an organization's leadership, commitment, and high standards of environmental management.

To be designated, golf course personnel develop and implement an environmental management plan, document the results, and host a site visit with Audubon International staff. Recertification is required every three years to maintain the Certified Sanctuary designation



GOLF LABOR COMPARISON



Pro Shop Wage Comparison

	PT Wages	FT Wages	Total
2019	\$123,721	\$160,308	\$284,029
2018	\$121,533	\$154,765	\$276,298
2017	\$150,352	\$150,206	\$300,558
2016	\$159,566	\$147,602	\$307,168
2015	\$165,466	\$138,167	\$303,633

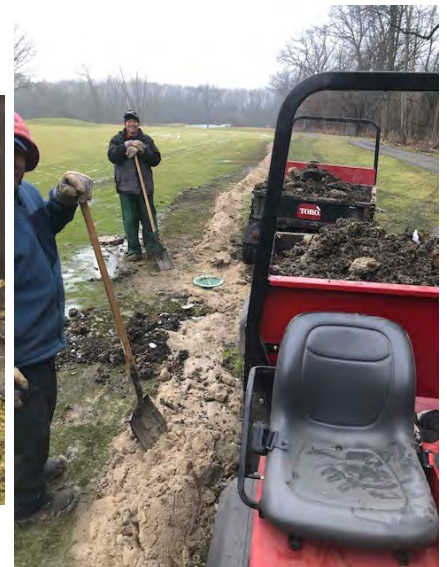
Golf Wage Comparison Full-time golf staff continue to cover and support Pro Shop shifts as well as join as cart attendants during golf outings in order to keep part-time wages within budget.

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.

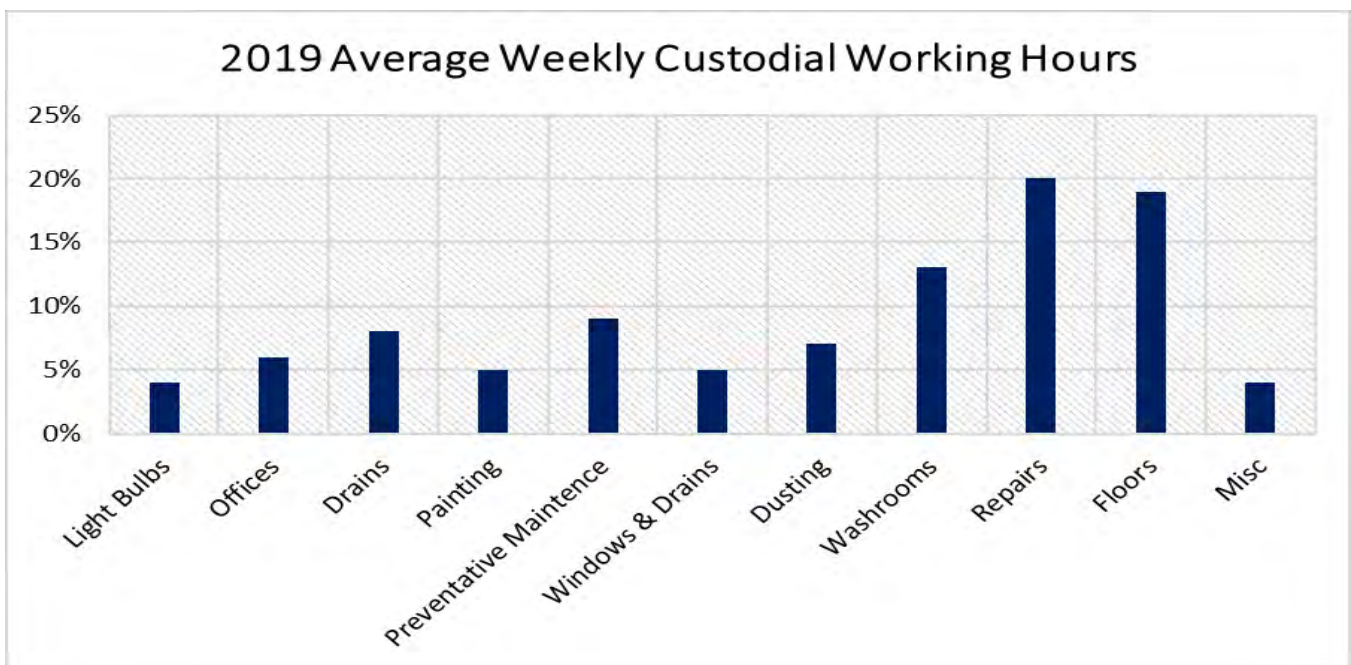
Rangers are responsible for making sure that play proceeds at an acceptable pace, players are following the rules of play for the day as well as observing the commonly accepted rules of golf etiquette. They are also responsible for filling water jugs on the golf course.

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

- o Floors include sweeping, mopping, vacuuming and polishing of all stairs and floors throughout the building.
- o 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.
- o 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 throughout the week.
- o Dusting is done every day as part of routine cleaning. Picture frames, furniture, display cases and light fixtures are part of the rotation.
- o Painting and minor drywall repair is done on a regular basis to touch-up damage done during the normal course of business.
- o Light bulbs are checked daily and replaced as needed.
- o Drains are sanitized and flushed on a regular basis to maintain freshness and to ensure that they stay open.
- o Offices are checked regularly for trash and other minor cleaning and repairs.
- o 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.
- o 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

Each year starts off with a formal marketing plan and calendar that is developed after meetings and discussions with staff. The previous year's commitments are reviewed and assessed along with the review of new opportunities and overall goals and objectives.

In 2019, all marketing materials remained consistent with messaging to reinforce the amazing 27-hole course conditions, beautifully manicured driving range, individual and group lessons, tournaments and leagues, fully stocked Pro Shop, Pelican learning center and professional staff.

The following print publications and websites were utilized:

- o Golf Chicago Magazine. Print & web ads and feature articles.
- o Chicago District Golf Association (CDGA). Print ads and e-blast offers.
- o Golf Time Magazine. Print ads, website profile, and social media posts.
 - o Golftrips.com. Web ads and e-blast highlights.
 - 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. Splash ads and golf lesson registration.
 - o Yelp.com. Profile.

Indoor static signage, television screens and outside electronic sign were utilized to promote course offerings. Monthly eblasts were distributed to those that opted in to receive Arrowhead golf events and notices. A total of 10 were sent during the golf season and two during the off season with an open rate of 22% and click through rate of 9.5%. The open rate fell slightly from 2018 but the number of people that clicked through to view specifics for an event or registration, increased 4%.

When the course closed in October, we distributed an article authored by Justin Kirtland, Golf Course Superintendent that shared what goes into preparing the grounds during the offseason to insure a beautiful course in the spring. This article was viewed by 40 people.

An enhanced social media presence was key. Arrowhead once again increased its regular postings on Facebook and Instagram. The Wheaton Park District seasonal program guide includes various splash ads along with registration specifics and links to registration for golf lessons in the spring issue.

The mobile text subscriber list was also utilized to push out last minute tee time availability and specials. A text offering Nine & Dine Special resulted in 17 redeemed. The golf exhibit, Golf History Begins Here, is still available on the mail floor of the facility. We continue to see customers viewing the exhibit.

See two reviews listed below from yelp that pertain to golf.



★★★★★ 1/7/2019

What a gorgeous venue! This place is wonderful for hosting a banquet or large gathering. Everything in this facility is shiny and new and the whole building is very spacious. You can host a party and maintain privacy from other events with ease. The bathrooms are luxurious, as is the secluded bridal suite. Moreover, the FOOD here is incredible!!! After I ate, I enjoyed wandering through the building. This is a golf club, so much of the first floor caters to golfers and has a fun bar on the first floor, as well. Best of all, this venue has a fascinating exhibit on golf history (in partnership with the local historical society)--other historical societies, take note.

★★★★★ 8/8/2019

Arrowhead has the feel of a private course that is well maintained. A beautiful facility in all respects.

The course is a great layout, well spaced, nice challenge. We played on Tuesday 8/6/19 and played the South / East combination. A few of the greens looked to have been recently aerated, but they all rolled nicely. Definitely recommend.

2019 Arrowhead Collage Golf Marketing Print & Web Ads



Arrowhead
GOLF CLUB

We're right in the neighborhood!

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





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

206151 Butterfield Rd. | Wheaton, IL | 630.651.5900 | arrowheadgolfclub.org



Arrowhead
GOLF CLUB

THE CHOICE FOR CHAMPIONSHIP GOLF!

- 27-hole course with lighted driving range
- Immaculate course conditions and greens
- Lessons and tournaments
- Pro Shop with custom club fitting
- Restaurant & Bar with outdoor patio

 **Don't like swinging in the rain?**
Our generous rain check policy assures you won't have to.

206151 Butterfield Road | Wheaton, IL | 630.651.5900
arrowheadgolfclub.org



Arrowhead
GOLF CLUB

**27-Hole Course
& Lighted Range**

Restaurant & Bar

Lessons & Outings

arrowheadgolfclub.org | Wheaton, IL
A facility of the Wheaton Park District



Arrowhead
GOLF CLUB

DISCOVER YOUR NEW FAVORITE CLUB

27-hole golf course | Golf outings & lessons | Restaurant & bar with outdoor patio | Wedding & event space

206151 Butterfield Rd., Wheaton | arrowheadgolfclub.org
A facility of the Wheaton Park District



Arrowhead
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DISCOVER YOUR NEW FAVORITE CLUB

27-hole golf course | Golf outings & lessons
Restaurant & bar with outdoor patio | Wedding & event space

206151 Butterfield Rd., Wheaton | arrowheadgolfclub.org
A facility of the Wheaton Park District

Treat mom to a wonderful Mother's Day brunch!
March 6-8 | 630.651.5900

2019 Arrowhead Collage

Golf Marketing

Print & Web Ads



NEW

NINE & DINE

Golf 9 holes on Sunday or Tuesday after 3P and enjoy dinner from a select menu for \$38 per person.

Or receive a \$10 food voucher to be used toward a purchase from the regular menu.

Reserve your tee time and make a dinner reservation online or by calling 630.653.5800.

Now available! Senior rates Monday-Friday and Family League on Sunday afternoons.

Don't like swinging in the rain? Our generous rain check policy assures you won't have to.

Learn more at arrowheadgolfclub.org

20W151 Butterfield Rd., Wheaton



Arrowhead GOLF CLUB

THE CHOICE FOR CHAMPIONSHIP GOLF

27 Hole Course | Club Fitting | Restaurant & Bar

WHEATON, IL



Arrowhead GOLF CLUB

DISCOVER YOUR NEW FAVORITE CLUB

- 27-hole golf course
- Golf outings & lessons
- Restaurant & bar with outdoor patio
- Wedding & events

20W151 Butterfield Rd., Wheaton | 630.653.5800 | arrowheadgolfclub.org
A Specialty of The Wheaton Park District | Open to the Public



27-HOLE GOLF COURSE

- Driving range, putting green, and chipping green
- Professional club fitting
- Restaurant and bar with outdoor patio
- Event space holds up to 275

FALL TOURNAMENTS

20W151 Butterfield Rd. | Wheaton, IL 60190 | 630.653.5800
arrowheadgolfclub.org



Arrowhead GOLF CLUB

CELEBRATE THE HOLIDAYS AT ARROWHEAD

Holiday parties & events | Restaurant & bar | Weddings & social gatherings | Cross-country skiing

20W151 Butterfield Rd., Wheaton | arrowheadgolfclub.org
A Specialty of The Wheaton Park District | Open to the Public



Arrowhead GOLF CLUB

NEW WINTER MENU AT ARROWHEAD

Restaurant & bar | Weddings & social gatherings | Cross-country skiing

20W151 Butterfield Rd., Wheaton | arrowheadgolfclub.org
A Specialty of The Wheaton Park District | Open to the Public

2019 Arrowhead Collage Golf Marketing Signage

Arrowhead Golf Club

27 North Central | Driving Range | Pro Shop

Memberships
Golf Outings
Lessons & Club Fitting

ARROWHEAD GOLF CLUB | MEMPHIS, TN
@ arrowheadgolfclub.org #
Phone: 630.653.5800 | Fax: 630.653.5800

THANK YOU FOR PLAYING!

Stop by the Pro Shop for today's **Replay Special**

JOIN THE ARROWHEAD REWARDS CLUB

RECEIVE 3% BACK ON ALL RESTAURANT AND BAR PURCHASES

We are thankful so many people enjoy Arrowhead on a regular basis! It's time to start rewarding you for your support.

Sign up for free!

Ask your server for a form or pick one up near the hostess stand.

arrowheadgolfclub.org

MARCH GOLF EVENTS

Mark your calendars for a night out with our golf professionals and discover a fun approach to the game, ask questions and win prizes.

Complimentary drinks will be available.

March 4 | Men's Night (Craft Beer tasting)
March 11 | Ladies' Night (Wine tasting)

Register in the Pro Shop or by calling 630.653.5800
arrowheadgolfclub.org

KICKOFF CLASSIC

Saturday, April 20

18-Hole, 2 person limit ball "Shamble" at 50% handicap

THE GAME
Bully prizes too! The best shot is selected and each player plays their own ball from that point for the remainder of the hole.

Teach-out at 10:00 immediately after the round.

\$\$\$ per hole includes golf cart, lunch and prizes.

Early check-in at 8:00 AM. Register in the Pro Shop.

*There are prizes for the winners. Prizes are a number of the value shown on the sign.

arrowheadgolfclub.org

PHILIP GOLF

DEMO DAY
Saturday, May 4 | 11A-3P

Free clinics | Ping Stick Trial & Contest | Beer Tasting

Putting | 11:30A
Short Game | 12:30P
Full Swing | 1:30P

Representatives scheduled to see Callaway, Cobra, Cleveland, Mizuno, Srixon, Taylor Made, and Title Edge.

Learn more at arrowheadgolfclub.org

Arrowhead Golf Club | 2701 N. Central Blvd | Memphis | TN 38103-5500

CELEBRATE WOMEN'S GOLF DAY!
Tuesday, June 4

Free 15-minute lessons from 1:30-4:30P. Sign up required in the Pro Shop, or by calling 630.653.5800.

Pro Shop specials all day!

arrowheadgolfclub.org

GOLF. RESTAURANT & BAR. EVENTS.

arrowheadgolfclub.org

2019 Arrowhead Collage

Golf Marketing

Facebook Headers Images & Social Media Posts



2019 Arrowhead Collage Golf Marketing Eblasts

Eblasts



Restaurant and Bar | Golf | Weddings & Events



GET READY FOR THE 2019 SEASON
PRO SHOP SALE
UP TO 40% OFF | MARCH - APRIL 14
As a member of Arrowhead Golf Club, you will be looking for the best prices on the latest in golf gear. Now you can get it all at once with our Pro Shop Sale. From the latest in golf gear to the classic, Arrowhead Golf Club is your one-stop shopping destination for all your golf needs.

Arrowhead Golf Club
Pro shop
Hours and location



Restaurant and Bar | Golf | Weddings & Events



Demo Day
Saturday, May 4 | 11A-3P
Free Clinics | Ring Stick Demos & Contest
Beer Tasting
REVOLUTION BREWING
UNLEASH THE REVOLUTION
Putt | 11:30A
Short Game | 12:30P
Full Swing | 1:30P
Representations scheduled from Callaway, Cobra, Cleveland, Mizuno, Srixon, Taylor Made, and Tour Edge.

[Learn More](#)



Restaurant and Bar | Golf | Weddings & Events



Summer is finally here!
Reclaim your late time today.
Specials & Upcoming Events

Nine & Dine
Every Sunday & Tuesday After
Golf Shirts and more in the Arrowhead Golf Club Pro Shop which may be used towards a purchase of the regular menu. Pick up a coupon in the pro shop and you'll receive your late time and ongoing coupons to your server!

Learn More

Junior Special
Sandwich after 3P
A perfect snack for the little golfer. Includes a drink and a choice of sides. All ages are encouraged.

Learn More

Senior Special
Every Monday & Tuesday | 10A-2P
\$44 members | \$54 non-members
Half 18 holes with teeing cart and refreshments. Includes a choice of sides and a choice of beverages.

Learn More

Specialty
July Special
\$1.00 Free Range with wood or iron shot on the green. Includes a choice of sides and a choice of beverages. Offer good for members and non-members. Offer ends 8/1/19.

Learn More

Mike Williams Golden 200 Classic
August 6 | 10:00A-7P
Help support Casey Zoo and help a 197's single in a scramble.

Learn More



Restaurant and Bar | Golf | Weddings & Events



Three Person Scramble
October 5 | \$400 per team
18-hole scramble open to all players!
This event is a fun and exciting way to enjoy the golf course. It's a great way to spend time with friends and family. The event is open to all players and is a great way to enjoy the golf course. The event is open to all players and is a great way to enjoy the golf course.

Learn More

Pro Shop Clothing Sale
Saving up to 40% on items & more! Available!
(Some early holiday shopping)

Learn More

List Arrowhead for Invictus
September 28 & 29 | 10A-2P
Save on your 18-hole round. Includes a choice of sides and a choice of beverages. Offer good for members and non-members. Offer ends 9/30/19.

Learn More

Full Beer Start October 8
Full beer start on the golf course. Includes a choice of sides and a choice of beverages. Offer good for members and non-members. Offer ends 10/31/19.

Learn More

Book your time

Learn More

Learn More

Running a holiday party?
Look no further! Arrowhead Golf Club is the perfect venue for your next holiday party. We have everything you need to make your party a success. Contact us today to book your time.

Learn More



Restaurant and Bar | Golf | Weddings & Events



THANK YOU
for your support!

2019 Season Close
As fall turns to winter we are grateful and more than ever for what this past season brought us.
Over 60,000 rounds of golf were played!
Tournament participation increased over 20% from previous years!
More than 3,000 rounds played during our Fall Fest and Thanksgiving events!
Yes, the course is officially closed!
As fall staff begins to prepare the course for the cold months ahead to reduce the risk of winter injury and improve springtime playing conditions.
It might not be the most exciting work we do, but it's definitely some of the most important work that ensures a great 2020 golf season!
In the fall, members are advised to raise the height of cut on the greens. This helps the turf generate and store more energy for winter dormancy. It also reduces staff stress which lessens the risk of winter injury and promotes better playing conditions in the spring.
Greens, tees, and fairways are aerated. Aeration reduces compaction, allows more oxygen to penetrate the soil, and increases the rate of drainage.
A top dressing called topdressing is our down after aeration to fill holes and provide a layer of fresh soil for the turf. It also increases drainage and decreases the amount of organic material in the top layers of the soil.
Tees and rough areas are amended with selected soils. This increases the amount of sunlight that reaches the soil and can have a positive impact on airflow.
Check out the fall events from Arrowhead Golf Club!

Read more



Interested in learning more?
Learn more about Arrowhead Golf Club for your next event.

Discover Arrowhead

Join us at our next fall event, Country Club. Check our website for more details on our fall events.

Resort Line


2019 Arrowhead Collage

Golf Marketing


Coupons and Promos



ENJOY 18 HOLES OF GOLF FOR A DISCOUNTED FEE
Use this coupon to enjoy 18 holes of golf with a cart for \$49 in the spring and fall or \$59 during the summer (May 15-September 15).
Coupon may be used for up to four players.
Valid Monday-Friday anytime and after 1P on weekends and holidays.
26W151 Butterfield Rd., Wheaton, IL | 630.653.5800 | arrowheadgolfclub.org



Arrowhead
GOLF CLUB



Golf | Dining | Events

arrowheadgolfclub.org



GOLF MEMBER

2019



© Kmiecik Imagery



ARROWHEAD RESTAURANT AND BAR



2019 witnessed a changing of the culinary guard at Arrowhead with Alan Pirhofer's retirement after 13 years of service. Stepping up to the challenge and promoted from within is our new Executive Chef Eric McBride. Eric was able to flex his culinary muscle as we launched our winter menu in the fourth quarter, which was received with rave reviews. Taking advantage of data gathered by PPF consultants and relying on years of experience, Eric's menu took a step toward modernizing the offerings at Arrowhead and providing options for all age groups. Also promoted from within was Amy Pryzbylo from banquets to Sous Chef, making room for new hire Banquet Chef Carl Dudgeon, a Wheaton native.



Along with the new food menu, we updated our wine list to feature a more extensive selection of by-the-bottle wines. In an effort to support the new offerings, the display case dividing the bar and dining room is now being utilized as a functioning wine cellar, rather than just decoration. Proper storage as well as an improved presentation as wines are pulled from their assigned bin to order are both wow factors for our wine loving guests. Beer offerings were streamlined and inventories reduced, as we prepare to launch our improved beer list in 2020.



Weekly specials continue to be popular as guests come in for Taco Tuesday, Kids Eat Free Wednesday, Cajun Thursday, Fish Fry Friday and of course Prime Rib Saturday. In fact, we stepped up our Prime Rib game and our now offering 3 cuts: 10oz Princess, 12oz Queen or 15oz King. Bar patrons were also welcomed with ½ price wine on Wednesdays and Throwback Thursdays featuring \$2 Hamm's, PBR's, Coors Banquet, Miller High Life or Mickey's Big Mouth bottles. Our bartenders were asked to show off their mixology skills and prepare seasonal cocktail menus with their own personal flair. Be sure to check out the chalkboard at the bar entrance the next time you're in to see what craft cocktail they're featuring this week!



We welcome guests to dine out on our spacious patio and enjoy the gorgeous view when they visit Arrowhead. Guests come to sit outside and enjoy the ambiance of the golf course. The turnout was lessened this year due to the season making the Top 5 wettest years, 2019 made it to number three on the list.

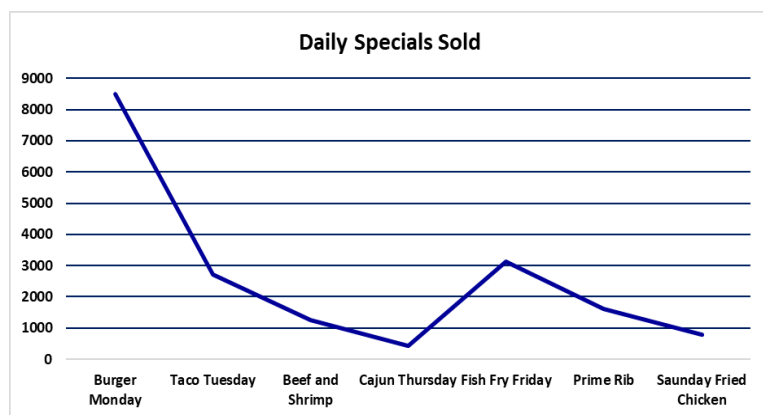
OUTDOOR PATIO



Patio Revenues 2014-2019			
Year	Lunch	Dinner	Total
2019	\$111,802	\$216,282	\$ 328,084
2018	\$110,184	\$218,014	\$ 328,198
2017	\$156,956	\$255,025	\$ 411,981
2016	\$136,671	\$246,717	\$ 383,388
2015	\$134,421	\$223,667	\$ 358,088

RESTAURANT MENU SALES

	Orders Sold	Percentage of Orders Sold	Total Dollars Sold	Percentage of Dollars Sold
Appetizers	23,150	18%	\$263,785	20%
Soups	6,488	5%	\$29,949	2%
Entrée Salads	14,131	11%	\$156,984	11%
Sandwiches	28,313	21%	\$283,844	21%
Burgers	8,512	6%	\$109,451	8%
Entrees	11,529	9%	\$221,488	17%
Desserts	4,882	4%	\$23,034	2%
Sides	9,352	7%	\$8,356	1%
Kids Meals	5,890	4%	\$37,168	3%
Breakfast	1,052	1%	\$9,439	1%
Daily Specials				
Burger Monday	8,492	6%	\$50,952	4%
Taco Tuesday	2,718	2%	\$25,733	2%
Wednesday Beef & Shrimp	1,260	1%	\$18,837	1%
Cajun Thursday	417	0%	\$6,233	0%
Fish Fry Friday	3,133	3%	\$43,705	3%
Cod Refill	512	0%	\$0	0%
Prime Rib	1,604	1%	\$35,692	3%
Sunday Fried Chicken	791	1%	\$11,034	1%
Totals	132,226	100.00%	\$1,335,684	100%



RESTAURANT BEVERAGE SALES



2019 Alcohol Sales	Number Sold	Dollars Sold	Percentage of Dollars Sold
Draft Beer	68,371	\$314,274	35%
Liquor	28,938	\$241,778	26%
Wine by the Glass	25,393	\$206,679	23%
Beer-Bottle	20,684	\$99,661	10%
Wine by the Bottle	1,857	\$51,880	6%
TOTALS	145,243	\$914,272	100%

HALFWAY HOUSE TROLLEY AND BEVERAGE CART SALES



	Number Sold 2019	Dollars Sold 2019	Number Sold 2018	Dollars Sold 2018
Non-Alcohol Beverage	14,477	\$43,628	16,896	\$45,986
Food Sales	12,513	\$49,445	12,347	\$44,352
Liquor	7,304	\$46,539	7,304	\$45,961
Beer, Domestic/Craft	24,159	\$145,428	32,214	\$143,547
Sundries (aspirin/lotion)	630	\$5,817	543	\$5,156
TOTALS	59,083	\$290,857	69,304	\$285,002

Untappd

Untappd is an app/website designed with the craft beer drinker in mind. Guests can connect with friends through the app, make new ones and track each other's experiences. Check-in's can be made when enjoying a beer at a specific location, allowing users to earn 'badges' for new beers, locations and events. Our constantly rotating beer list is hosted online Untappd, allowing members to see when their favorite brew is being offered at Arrowhead; they can also follow us to receive updates on new beers, events or specials. Untappd also streamlines the process for producing print versions of our beer list, as well as giving us the option of making a tv in the bar a video menu which reflects real time changes, and lets guests see their name on the screen whenever they check-in at Arrowhead.



RESTAURANT EVENTS



GINGERBREAD MAN COOKIE~MAKING CLASS

Saturday, December 14 | 11A-1P

Children make and decorate their own
gingerbread man cookies.



Valentine's Day featured a \$49 prix fixe menu for guests and a glass of champagne. Multiple couples came in that night to enjoy Chef's creation.

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.

Neighbor Night May 1, 2019 hosted a meet and greet event in the Grand Ballroom. Our neighbors came in to try new menu items and met the staff. Around 200 people attended the event.

Seasonal Drink Menu each quarter bar staff is encouraged and involved in crafting specialty cocktails that are made using fresh and seasonal product. Everyone upsells in a friendly competition throughout the season.

Rewards Program staff created a frequent diners program for 3% back on all food and beverage purchases. We currently have around 100 people signed up.

Oktoberfest is incredibly popular offering authentic and delicious German-Bavarian food. This menu offered mid September through early October is easily the favorite menu from year to year and offers potato pancakes, schnitzel-wich, pork shank and Rhine-style trout, complimented with Oktoberfest style beers from 23 different breweries..

Pumpkins & Pancakes Brunch We invited families to a fun brunch and pumpkin decorating. Many of them come dressed up in their Halloween costumes, take photos and walk around visiting our trick-or-treat stations. We sold out this event at 85 guests.

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 hosted Wiesbrook Elementary, Infant Welfare, Scarce and ALS Walk.

Live Music is hosted 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.

Cider Dinner November 12 welcomed 32 guests, featuring Virtue Cider of Fennville, Michigan. Chef Eric prepared a five-course menu, each entrée paired with a different cider from their portfolio. Stephen Zadlo from Virtue was on hand to make a presentation. The favorite of the night was Eric's Cider Braised Chicken with Caramelized Apples, Fennel and Wild Mushrooms served with Virtue's Semi-Dry Hard Apple Cider.

Little Chef Party event was introduced to local families on April 13th. We had 30 kids who participated in guided class on how to make and decorate their own cookies. Due to popularity and demand for culinary activities for youngsters, we held gingerbread man cookie making in December. 28 kids had a blast with this hand-on activity!

Movie Night on the Range on July 25 we invited Wheaton's community to a free Ralph Breaks the Internet movie under the sky. Over 250 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 before the movie.

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

Ugly Sweater Night on December 6 we challenged locals and patrons to participate in a fun competition for their "best" ugly sweater (around 100 people wore their ugly Christmas sweaters). That night we also hosted Karaoke Band.

ARROWHEAD FOOD SUPPLY BID

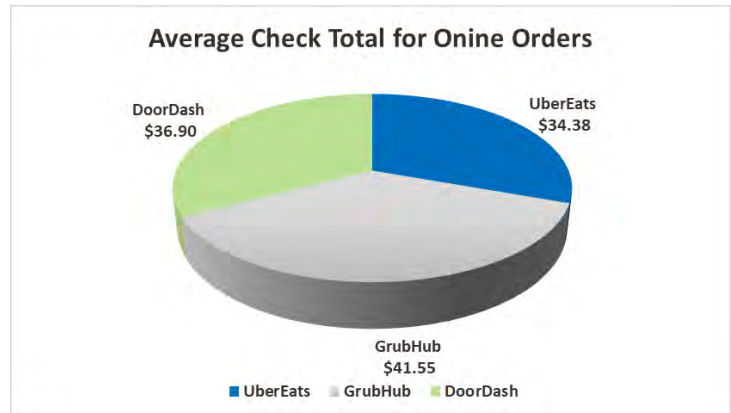
Staff has become more aggressive in requesting fixed priced bids in the annual food bid process as considerable savings had been noticed and charted. The chart below is a sample of fixed pricing comparisons for several line items. We have locked in our meat vendor for two years and the bread vendor for three years. Fixed pricing is the price vendors quoted in accepted bids and this price did not waiver during the 12 month period although you can see that available commodity pricing out in the market had increased substantially in many line items. It is estimated that the bid process saves \$40,000-\$60,000 annually.

PRODUCT	FIXED PRICE	COMMODITY PRICE 2019-2020													
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	AVERAGE	
BREAD															
Buttery Dinner Roll, hinged 3"round butter roll w/sheen on top	2.04	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02	3.02
PAPER DISPOSABLE															
Multifold Towels , Natural 4M	19.12	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18	24.18
MEAT															
Bacon, Layflt 14/18 GF Apple wood Smoked	4.18	3.62	3.62	3.62	3.87	3.87	4.50	4.50	4.50	4.50	3.62	3.62	3.62	3.62	4.33
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	8.55	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	8.59
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	3.45	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	3.84
Beef, Tenderloin Medallions, Choice or higher, Fresh 2 oz. Cryo	9.50	11.00	11.00	11.00	11.00	11.00	11.75	11.75	11.75	11.75	11.75	11.75	11.75	11.75	11.44
Beef Filet, 8 oz	22.92	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	29.66
SMALLWARES															
Glass, Wine #3783, Libby	4.77	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49	5.49
Glass, Mixing Beverage , 12 oz, Libby	1.94	2.79	2.79	2.79	2.79	2.79	2.79	2.79	2.79	2.75	2.75	2.75	2.75	2.75	2.78
PRODUCE															
Avocado, Hass, Ripe	1..25	1.15	1.15	1.15	1.20	2.05	2.05	2.05	1.70	1.75	1.20	1.05	1.05	1.05	1.46
Appetozers															
Bacon Wrapped Scallop	0.84	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Goat Cheese & Honey Phyllo	0.81	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99
Spanakopita	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60
BEVERAGES															
Iced Tea– Bag in Box Conentrate	25.69	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54	38.54

ONLINE DELIVERY SERVICE

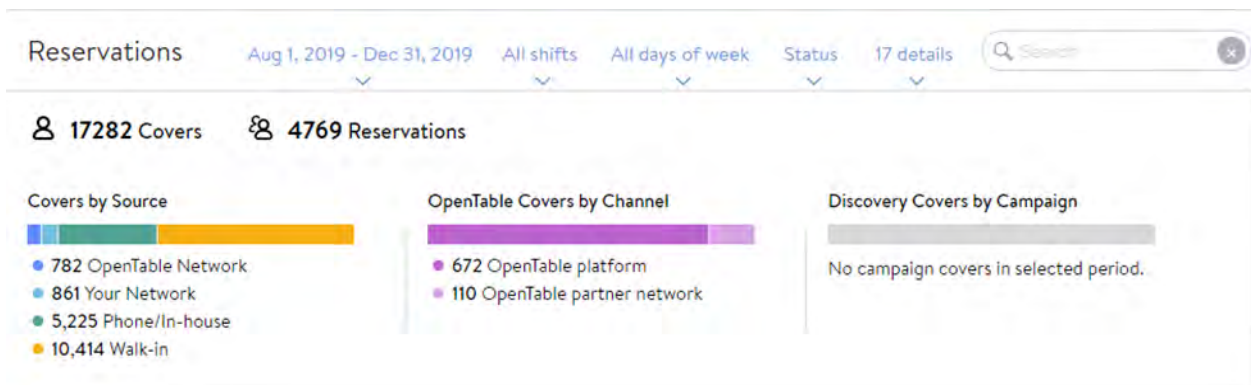
In 2019, Arrowhead launched delivery through three online platforms. UberEats, DoorDash and GrubHub. These services allow guests to order online through the Arrowhead website, the services website, or smartphone apps. We initially offered a small sampling of our menu, to ensure quality product was being delivered. We have since expanded to offering our full menu to our at home guests. Sales through all services are slowly ramping up, and the trend seems to be as the weather worsens, our orders increase. We are looking forward to these services providing additional revenue each year.

Starting September 1	Orders Sold	Total Dollars
UberEats	77	\$2,647
GrubHub	24	\$997
DoorDash	11	\$339
TOTALS	112	\$3,983



OPENTABLE ONLINE RESERVATIONS

In 2019 we launched OpenTable Online Reservations, allowing guests to reserve a table at their preferred time, notify us of any special needs, dietary restrictions or occasions. The system automatically assigns tables according to party size, maintaining a steady flow of guests during busy times and eliminating the need for 'holding' tables in anticipation of walk-ins. The system also automates a waitlist, eliminates the need for pagers as guests receive a text message when their table is ready. We are also able to collect phone numbers for our text list, as well as email addresses for our eblast database. Reservations can be made via the Arrowhead website, social media pages as well as through the OpenTable website and app, putting our name in front of new diners looking for options in the area. Below is the breakdown of guests and reservations received.



FOOD & BEVERAGE WAGE COMPARISON

Sales (Food & Beverage Only)*	2019	2018	2017	2016	2015
Restaurant Food & Beverage Sales	\$2,291,777	\$2,322,479	\$2,446,132	\$2,507,951	\$2,583,014
Banquet Food & Beverage Sales	\$1,896,626	\$2,052,197	\$2,210,789	\$2,236,489	\$2,071,915
Total Food & Beverage Sales	\$4,188,403	\$4,374,676	\$4,656,921	\$4,744,444	\$4,654,929
*excludes premium service, room charges, addl. service fees, etc.					
Banquet	2019	2018	2017	2016	2015
Banquet Servers	\$68,344	\$90,509	\$97,313	\$93,783	\$89,058
Banquet Bartenders	\$ 4,545	\$2,400	\$4,806	\$6,279	\$9,257
Sales Asst.	\$42,201	\$38,030	\$32,438	\$31,874	\$37,630
Houseman	\$40,643	\$56,847	\$50,406	\$52,591	\$41,497
Total Banquet Part-Time Labor	\$155,733	\$187,785	\$184,968	\$184,527	\$177,442
Part-Time Bqts Labor % from Total Bqts F & B Sales	8.21%	9.15%	8.37%	8.25%	8.91%
Banquet Full-Time Labor Salaries*	\$211,034	\$285,184	\$284,333	\$275,260	\$239,938
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	11.13%	13.90%	12.86%	12.31%	13.29%
*Includes F & B Director (Salary split equally Bqts & Rest)					
Restaurant Front House	2019	2018	2017	2016	2015
Restaurant Servers	\$99,765	\$108,766	\$114,610	\$117,725	\$103,924
Restaurant Bartenders	\$19,559	\$19,427	\$14,200	\$15,484	\$20,520
Restaurant Host/Hostess	\$45,576	\$35,485	\$31,540	\$42,339	\$38,316
Restaurant Busser/Runner	\$69,094	\$64,931	\$59,792	\$66,623	\$62,384
Restaurant Office	0	0	\$15,181	\$16,678	\$15,780
Total Restaurant Part-Time Labor	\$233,993	\$228,609	\$235,323	\$258,850	\$240,924
Part-Time Restaurant Labor % from Total Rest F&B Sales	10.21%	9.84%	9.62%	10.32%	9.33%
Restaurant Full-Time Labor Salaries*	\$229,475	\$216,052	\$212,527	\$173,151	\$155,592
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	10.01%	9.30%	8.69%	6.90%	6.02%
*Includes F & B Director (Salary split equally Bqts. & Rest)					
Kitchen	2019	2018	2017	2016	2015
Dishwasher (includes Contractual fees, see below*)	\$172,150*	\$216,115**	\$238,900***	\$216,922	\$170,505
Line Cooks	\$348,897	\$357,098	\$391,545	\$303,000	\$288,812
Prep Cooks	\$50,100	\$58,466	\$25,842	\$24,861	\$51,931
Total Part-Time Kitchen Labor	\$509,537	\$516,128	\$656,287	\$544,783	\$511,248
Part-Time Kitchen Labor % from Total F & B Sales	6.51%	11.80%	14.09%	11.48%	10.98%
Kitchen Full-Time Labor Salaries	\$272,546	\$244,660	\$282,003	\$264,845	\$238,895
Full-time Kitchen Labor % from Total F & B Sales	12.17%	5.59%	6.06%	5.58%	5.13%
Overall Part-Time Labor	\$906,327	\$932,522	\$1,076,578	\$988,160	\$929,614
Part-Time Labor % from Total F & B Sales	21.64%	21.32%	23.12%	20.83%	19.97%
Overall Full Time Labor	\$713,055	\$745,896	\$778,863	\$713,256	\$634,425
Overall Full-Time Labor % from Total F & B Sales	17.02%	17.05%	16.72%	15.03%	13.63%

*\$61,608 was paid in 2019 to temp service for restaurant kitchen help. In this case, dishwashers specifically.

** \$118,313 was paid in 2018

*** \$ 64,452 was paid in 2017

2019 Arrowhead Collage Restaurant Marketing Print & Web Ads

We're right in the neighborhood!

Bring in this booklet and present it to our server to receive 10% off your bill.*

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

20161 Butterfield Rd., Wheaton, IL 60189-5008 | arrowheadgolfclub.org

**THE AREA'S
FINEST OUTDOOR
PATIO**

BUTTERFIELD RD., WHEATON

**Thank you for voting us
BEST FAMILY VALUE RESTAURANT!**

Kids Eat Free Tuesday, Wednesday, Thursday*

Restaurant & Bar with Outdoor Patio
Daily Specials & Events | 27-Hole Golf Course
Wedding & Event Space

20161 Butterfield Rd., Wheaton | arrowheadgolfclub.org
A Division of The Wheaton Park District

NEW LUNCH AND DINNER MENU

- Extensive Wine & Craft Beer List
- 15 HD TV Sports Bar featuring Football Sunday Specials
- Corporate Outings, Social Events & Weddings

Butterfield Rd. | Wheaton, IL | 630-653-5008 | arrowheadgolfclub.org

**Arrowhead
GOLF CLUB**

ENJOY DAILY RESTAURANT SPECIALS

**Arrowhead
GOLF CLUB**

ENJOY DAILY RESTAURANT SPECIALS

**Arrowhead
GOLF CLUB**

**THANKSGIVING
BUFFET**

Reservations at 11A & 2P

**UGLY SWEATER
Party**

Friday, December 6 | 7:30P
Following
The Live Band Karaoke

Prizes for the best
Ugly Sweater Outfit
and Giveaways
throughout the evening!

20161 Butterfield Rd., Wheaton, IL | 630-653-5008
arrowheadgolfclub.org

**Arrowhead
GOLF CLUB**

**PUMPKINS
& PANCAKES
BRUNCH**

October 26 | 11A-1P
Pumpkin decorating, milk or treat
stations, brunch buffet, and a candy
apple to take home.

Tickets at arrowheadgolfclub.org

2019 Arrowhead Collage Restaurant Marketing Facebook Header and Social Media



Kiwanis Pancake Breakfast
Saturday, March 2 | 8-11A

Performers | Demos
Hot Delicious Breakfast



Arrowhead GOLF CLUB

EASTER BRUNCH

SUNDAY, APRIL 21

Caring station | Seafood station | Omelette station | Grand Dessert station
Kids station | Make-your-own dessert parfait station



Arrowhead GOLF CLUB

PUMPKINS & PANCAKES BRUNCH

October 26 | 11A-1P
Pumpkin decorating, 100+ of fresh station, brunch buffet, and a candy aisle to take home.

Tickets at arrowheadgolfclub.org



Arrowhead GOLF CLUB

SUMMER WINE SERIES

Spanish Wine Dinner | Four Courses with Wine Pairing | September 19



Arrowhead GOLF CLUB

VIRTUE CIDER DINNER

Four course dinner paired with farmhouse ciders
November 12



Arrowhead

Holiday Wine Tasting

Friday, December 13

More than 50 wines
Bourbon & rye whiskey sampling
Hours of music
Entertainment by Chris Miller

Arrowhead GOLF CLUB

NEW MENU ROLLOUT

DINNER

DRINKING AND EATING

SALADS - \$10.99

ENTREES - \$14.99

APPETIZERS - \$5.99

DESSERTS - \$4.99

BEVERAGES - \$3.99

WINE - \$4.99

COFFEE - \$2.99

ICE CREAM - \$2.99

PIZZA - \$12.99

CHILDREN'S MENU - \$6.99

VEGETARIAN - \$12.99

LOW CARB - \$12.99

GLUTEN FREE - \$12.99

DIETETIC - \$12.99

ALLERGENIC - \$12.99

ARROWHEADGOLFCLUB.ORG

Arrowhead GOLF CLUB

DAILY SPECIALS

Each special is available between 11:00am - 4:00pm

Monday - \$10.99
Tuesday - \$10.99
Wednesday - \$10.99
Thursday - \$10.99
Friday - \$10.99
Saturday - \$10.99
Sunday - \$10.99

ARROWHEADGOLFCLUB.ORG

Arrowhead GOLF CLUB



Outdoor Patio Dining
Kids Eat Free 3 Nights a Week



Arrowhead

SPARKLING WINE TASTING AND GOLF

Bubbly on the Box

July 17 | 5-9P
Putting Clinic from 6-6:30P

Followed by a 3-hole scramble and an assortment of sparkling wines at the finish. Includes a bottle of LaBicy to take home, and winning tournament receives 4 tickets to September's Spanish Wine Dinner.

Register your tournament at arrowheadgolfclub.org

Arrowhead GOLF CLUB

SPANISH WINE DINNER

Thursday, September 19 | 6P

Includes a bottle of LaBicy to take home, and winning tournament receives 4 tickets to September's Spanish Wine Dinner.

Menu

Appetizer - \$5.99
Entree - \$14.99
Dessert - \$4.99
Beverage - \$3.99

ARROWHEADGOLFCLUB.ORG

Arrowhead GOLF CLUB

FOOTBALL SUNDAYS

10 MILLER LITE BEERS
84 HOUR WINE GLASSES
90 CHICKEN WINGS
\$12.95 BUTTERMILK FRIED CHICKEN

PLUS weekly giveaways and monthly drawings for Bears gear

ARROWHEADGOLFCLUB.ORG

Arrowhead GOLF CLUB

Oktoberfest

September 27 - October 6

Let's celebrate with
Pilsener, Lager, and Munich Beer
and Munich Food!

Special Oktoberfest Menu available for Lunch & Dinner

ARROWHEADGOLFCLUB.ORG

Arrowhead GOLF CLUB

PUMPKINS & PANCAKES BRUNCH EVENT

Saturday, October 26 | 11A to 1P

Includes pumpkin decorating, 100+ of fresh station, brunch buffet, and a candy aisle to take home.

Menu

Appetizer - \$5.99
Entree - \$14.99
Dessert - \$4.99
Beverage - \$3.99

ARROWHEADGOLFCLUB.ORG

2019 Arrowhead Collage Restaurant Marketing E-blast



Restaurant and Bar | **Golf** | **Weddings & Events**

Goose Island Beer Dinner

Saturday, January 5 | 5:30-9P

Come and join Goose Island for a fun, unique dinner, each with a unique beer pairing.

Two featured Goose Island Beers include:

- Chef's Favorite
- Worcester Ale

Boonville County Bond Stout 2017
Boonville County Bond Stout 2018
Boonville County Bond Wheatwine 2018
Boonville County Bond Stout Maltage Orange 2018

AND our 20+ SALES TEAM!

Menu includes:

- Waffle Sandwich
- Submarine Sandwich
- Apple Pie
- Soft Pretzels

First Course
Waffle and Soft Pretzels - Smoke House Doughnuts

Second Course
Braised pork belly, bourbon honey glaze, golden cake, green tomato relish.

Third Course
Buck corn, cranberry gazpacho, green beans, and apple.

Fourth Course
Gran nectarine, white chocolate moose, chocolate cookie.

[More information and tickets](#)

Restaurant Reservations:
We can't wait to receive your call today!



Restaurant and Bar | **Golf** | **Weddings & Events**

Lucky Lunch Box is back!

Now-March 17 | 11A-4P

Only with a 1/2 lunch add receive an entry to win 1 of 4 Lucky Lunch Box Packages.

Chicago Cubs & White Sox Tickets
Blizzard Brew Event Tickets
18 Hole Golf Round
Mother's Day Brunch

Unlimited sandwiches at Arrowhead for 3 months.

Meals will be canceled by March 31, 2019.

[Learn more](#)

Upcoming Events

Straight from the Top

Saturday, January 26 | 1:30-4P

This private VIP beer tasting event allows guests to experience beer experiences and includes 20 beer varieties, food, live music, and entertainment. Only 500 tickets will be sold, including VIP & designated driver tickets.

[Tickets](#)

Valentine's Cookie Decorating

Saturday, February 9 | 11A-4P

\$25 per child
Must be accompanied by a non-paying adult.

Kids get creative and decorate their own heart-shaped cookies. All participants get a chef's hat and lunch from the kitchen. Open to kids ages 4-12.

Register by February 8 and cash 10% line credit mEAR!

[Reserve now](#)

Did you know?
Kids eat free at night a week
Tuesday, Wednesday and Thursday with adult entrée purchase.

Live Music:

Friday Night Live Music Performances
The Acousticols | Classic Rock & Top 40 hits
Friday, February 1 | 8:00P

The Loose Screws | Classic Rock & Pop
Friday, March 1 | 8:00P



Restaurant and Bar | **Golf** | **Weddings & Events**

Arrowhead Sandwich Pass

Unlimited sandwiches for 3 months!

Here's how it works:
Register for the Sandwich Pass
Starting the first date that you show up at Arrowhead, your pass activates.

Every time you use your pass, you receive an entry to win another (free month).

Sandwich Pass is \$29 and is valid for one whole sandwich per day from the lunch or dinner menu.

Details: Sandwich pass is non-transferable. **NOT VALID FOR LUNCH AT THE BAR.** Pass is valid for any sandwich (excluding hot wings) during our regular hours of operation. **Not valid for kids or beverages or beverages.**

[Register to get started](#)



Restaurant and Bar | **Golf** | **Weddings & Events**

Celebrate Valentine's Day

With a fabulous dinner!

Valentine's Day

Thursday, February 14
Only \$40

Enjoy dinner for two from our Price-It-Right!

Price-It Dinner includes:

- Soup or a salad
- Steak and shrimp special
- Cinnamon Apple Rose dessert to share
- A glass of Champagne

[View full dinner menu](#)

Receive \$10 off

Reserve a table by February 7 and receive \$10 off. Reserve online by call 830.533.5800. (Valid on all dining purchases of \$20 or more on February 14)

[Reserve now](#)



Restaurant and Bar | **Golf** | **Weddings & Events**

Thank You!

We're so glad that you were able to join us at Arrowhead for our recent golf event. As a thank you, here is a special discount to use in the restaurant.

Show this email to your server to redeem this special offer. We are open for lunch and dinner and offer special events every day! Plus if you're looking for an amazing venue for winter brunch, call us and reserve your table at 830.533.5800.

\$10 OFF
PURCHASE OF \$50 OR MORE



Restaurant and Bar | **Golf** | **Weddings & Events**

Cookie Making

Make and decorate heart-shaped cookies!

Saturday, February 16 | 11A-1P
\$25 per child (ages 4-12)*

Guided class with hands-on preparing and decorating heart-shaped cookies. Each child receives a chef's hat and lunch from the kids menu.

*Must be accompanied by a non-paying adult.

Save 15%
Sign up by February 8 with code HEART to receive 15% off!

[Tickets](#)



Restaurant and Bar | **Golf** | **Weddings & Events**

Cookie Making

Make and decorate heart-shaped cookies!

Saturday, February 16 | 11A-1P
\$25 per child (ages 4-12)*

Guided class with hands-on preparing and decorating heart-shaped cookies. Each child receives a chef's hat and lunch from the kids menu.

*Must be accompanied by a non-paying adult.

Save 15%
Sign up by February 8 with code HEART to receive 15% off!

[Tickets](#)

2019 Arrowhead Collage Restaurant Marketing E-blast



Restaurant and Bar | Golf | Weddings & Events

Goose Island Beer Dinner

Saturday, January 5 | 5:30-9P

Come and join Goose Island for a four-course dinner, both with a unique beer pairing.

Featured Goose Island Beers include:
Sally Paralel
Blissful
Bourbon County Brand Stout 2017
Bourbon County Brand Stout 2018
Bourbon County Brand Whiskey Drings 2018
Bourbon County Brand Stout Midwest Drings 2018

Wine & Beer Pairings:
Wine includes:
Miles from the
Cuban sandwich oyster mayo sauce
Asian ginger chicken oyster - Sweet this side
Cajun pasta

First Course
Scorpaone and sea urchin chowder - smoked gouda
potatoes
okra & olive oil

Second Course
Braised pork belly, bourbon honey glaze,
potato cake, crispy corned hash
cabbage

Bourbon County Brand Stout 2017 / Bourbon
County Brand Stout 2018 - \$10 by 10P

Third Course
Buck corn, country gouda, green
beans, also oyster
Bourbon County Brand Whiskey

Fourth Course
Gray mullet with chocolate moussé,
seafood cocktail

[View information and tickets](#)

Restaurant Reservations
[Reservations for your table](#)



Restaurant and Bar | Golf | Weddings & Events



Lucky Lunch Box is back!

Now-March 17 | 11A-4P

Use with us for lunch and receive an entry to win 1 of 4 Lucky Lunch Box Packages, Saturday

Chicago Cubs & White Sox Tickets
Whiskey & Beer Dinner Tickets
16 Hole Golf Rounds
Mother's Day Brunch

Unlimited sandwiches has at Arrowhead for 3 months
Mission will be extended by March 31, 2019

[Learn More](#)

Upcoming Events

Straight from the Tap

Saturday, January 26 | 1:00-4P

This is the first live tap event where guests experience over 100 local and regional craft beers, lots of trivia, and great atmosphere. Only 500 tickets will be sold, including VIP & discounted event tickets.

[Tickets](#)

Valentine Cookie Decorating

Monday, February 18 | 11A-1P
\$25 per child
Must be accompanied by a non-paying adult

Kids get to make and decorate their own heart-shaped cookies. All participants get a chef's hat and apron. For the kids being down to kids ages 4-10.

Register by February 9 and save 15%
Use code HEART

[Register Now](#)

Did you know?
Only eat live it right a week!
Tuesday, Wednesday and Thursday with adult entrée purchase.

Live Music

Friday Night Live Music Performances
The Acousticables | Dinnic Back & For 40+
11PM, February 1 | \$200

The Loose Screws | Dinnic Back & For
Friday, March 1 | \$200



Restaurant and Bar | Golf | Weddings & Events



Arrowhead Sandwich Pass

Unlimited sandwiches for 3 months!

Here's how it works:
Register for the Sandwich Pass.
Starting the first date that you dine at Arrowhead, your pass activates.
Every time you use your pass, you receive an entry to win another 3 months!

Sandwich Pass is \$295 and is valid for one entire sandwich bar day from the lunch or dinner menu.

Special Sandwich Pass is non-transferable. Additionally, your pass is not valid for: 1. Kids 10 and under. 2. All alcoholic beverages. 3. Any other food or drink. 4. Cannot be used for beverages or desserts.

[Register to get started](#)



Restaurant and Bar | Golf | Weddings & Events



Celebrate Valentine's Day

With a fabulous dinner
Valentine's Day

Thursday, February 14
Only \$40

Enjoy dinner for two from our Prix-a-Menu.

Prix-a-Menu includes:
Soup or side salad
Steak and shrimp or veal
Cristoforo Apple Rose dessert to share
A glass of Champagne

[View full dinner menu](#)

Receive \$10 off

Reserve a table by February 1 and receive \$10 off. Reserve online or call 630.553.5800. Valid on all dining purchases of \$37 or more with February 14.

[Reserve Now](#)



Restaurant and Bar | Golf | Weddings & Events



Thank You!

We're so glad that you were able to join us at Arrowhead for our recent golf event. As a thank you, here is a special discount to use in the restaurant.

Show this email to your server to redeem this special offer. We are open for lunch and dinner and offer specials every day! Plus, if you're looking for an amazing venue for your brunch, call us and receive your table at 630.553.5888.



\$10 OFF
PURCHASE OF \$50 OR MORE



Restaurant and Bar | Golf | Weddings & Events



Cookie Making

Make and decorate heart-shaped cookies!

Saturday, February 16 | 11A-1P
\$25 per child (ages 4-12)*

Guided class with hands-on preparing and decorating heart-shaped cookies. Each child receives a chef's hat and lunch from the Prix-a-Menu.

*Must be accompanied by a non-paying adult

Save 15%

Sign up by February 9 with code HEART to receive 15% off!

[Tickets](#)



Restaurant and Bar | Golf | Weddings & Events



Live Music

Friday Night Live Music Performances
The Acousticables | Dinnic Back & For 40+
11PM, February 1 | \$200

The Loose Screws | Dinnic Back & For
Friday, March 1 | \$200

2019 Arrowhead Collage Restaurant Marketing Coupons and Incentives



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

Check only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for lunch only.

Expires 12/31/19 Code: 191010



\$10 BONUS CARD
Valid January 1-March 31, 2020



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

Check only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for lunch only.

Expires 12/31/19 Code: 191010

Join us for Thanksgiving — details on back



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

Check only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for lunch only.

Expires 12/31/19 Code: 191010

Reservations at arrowheadgolfclub.org



**THANKSGIVING BUFFET
IN OUR GRAND BALLROOM**

Featuring all the holiday favorites
Thursday, November 20 | Seatings: 11A & 2P
Adults \$39* per person | Kids \$19* per person (5-10)
Reservations at arrowheadgolfclub.org

*Plus 15% tax & 18% service

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



GET FESTIVE
at our Ugly Sweater Night
on Friday, December 6 | 7:30P

Live entertainment, prizes for best
sweater and giveaways.

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



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

Check only. Not valid with other coupons, discounts or promotions. Not valid on holidays. Must present to server. One coupon per table. Valid for lunch only.

Expires 1/31/20 Code: 191010



**TRY OUR NEW
WINTER MENU**

Reservations at
arrowheadgolfclub.org

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



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 the couple.

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

*In 2019, Arrowhead hosted an average of 15.30 social events per week
794 events compared to 793 in 2018.*

Social Events soared in 2019 while weddings were down 11 from 2018.

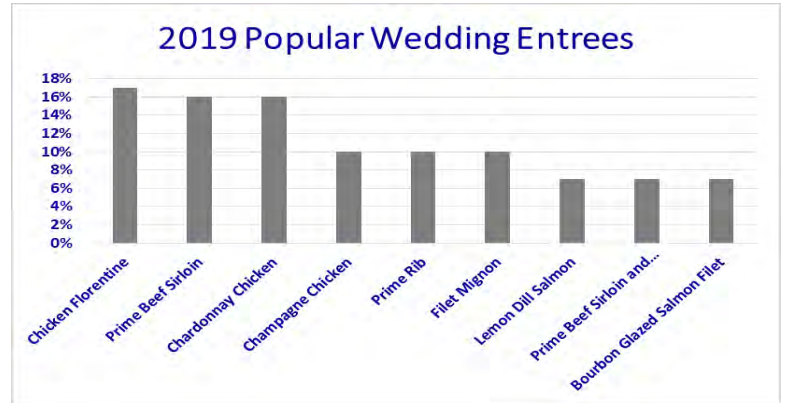


2019 Events Categorized by Type and Volume :

	Corporate	Social	Wedding	WPD	Golf	Restaurant	Monthly Totals
Jan	22	18	0	4	0	1	45
Feb	15	20	1	11	0	5	52
Mar	14	23	4	3	0	4	48
Apr	16	34	1	3	0	3	57
May	24	55	3	8	2	5	97
June	18	55	7	6	9	1	96
July	16	28	7	7	6	1	65
Aug	16	35	9	4	5	2	71
Sep	22	24	9	4	8	11	78
Oct	23	25	6	1	2	6	64
Nov	17	21	3	3	0	3	47
Dec	27	29	5	5	0	8	74
Totals	230	367	55	59	32	50	794

WEDDING EVENTS

- ♥ The average wedding cost at Arrowhead Golf Club was *\$19,000*
- ♥ The average wedding hosted *150* wedding guests
- ♥ In Banquets and Events staff served *8,376* wedding guests



LOOKING FORWARD

2019 saw many changes in the banquet department. With many new faces on the team, we turn our collective gaze to the future, seeking ways to capitalize on the successes of the past, as well as find new ways to grow our business and appeal to an even broader base of clients. We are taking great strides to achieve this goal.

First and foremost, we wish to demonstrate to our clients that we are the premier destination for the wedding of their dreams. Our now bi-annual Wedding Showcase allows couples to see Arrowhead for the truly beautiful facility it is. Vendors are available to interact with guests, explaining and demonstrating their services. Our culinary team prepares tastings of our delectable offerings, and our staff is on hand to demonstrate the top-notch service that we provide. Greater focus will be given to our gorgeous outdoor ceremony site, as well as the Terrace which has become a very popular destination for a pre-dinner cocktail hour.

We are reaching out through marketing as well as participating in other showcases to appeal to underserved but burgeoning demographics such as the LGBT community, and various ethnic groups that require a more distinct ceremony and service style.

New incentives have been developed to attract the smaller numbers of couples who hold their ceremonies during the winter months. Historically a more difficult time of year to sell, the goal is to maintain the level of weddings held at Arrowhead year-round.

Finally, we have taken a hard look at our Food and Beverage minimums and have found ways to be more flexible with our clients. In the ever increasingly budget conscious environment, we feel it is necessary to tailor our policies to the needs of our clients. It's more important to us to build relationships with our guests, and hopefully provide them with the celebration they desire through addition of premium services.

To maximize the use of our facilities, the banquets team is also hosting new and exciting events on available dates that include a Dinner & Magic Show, Dueling Piano Dinner, Breakfast with Santa and more. We are looking forward to a successful 2020 and beyond!

WEDDING CEREMONIES

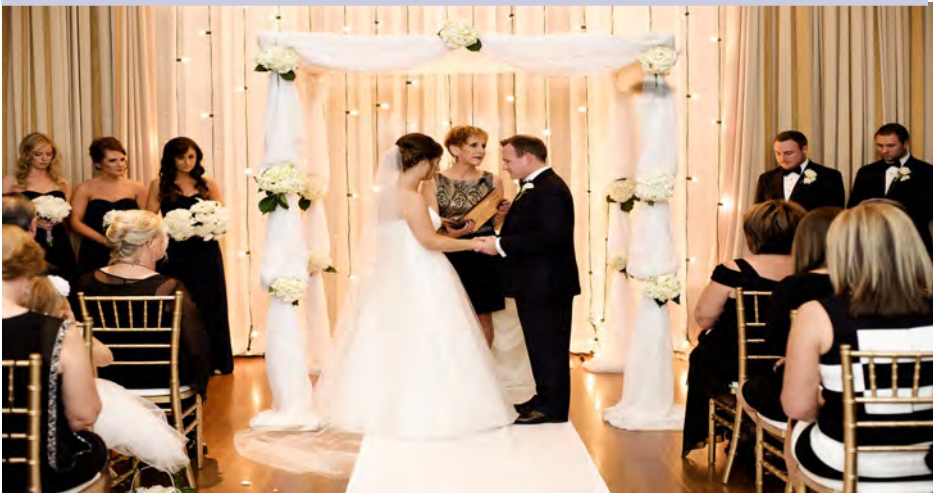
Ceremonies onsite of their reception venue are still very popular. They enjoy the ease of having all the planning in one spot and like the idea that their guests don't have to travel from ceremony to reception.

OUTDOOR CEREMONY

♥ Outdoor wedding ceremonies in 2019 numbered *18* and brought a *gross revenue of \$17,925*

INDOOR CEREMONY

♥ Indoor wedding ceremonies in 2019 numbered *10* and brought a *gross revenue of \$9,765*



OUTDOOR COCKTAIL SPACE

Couples are looking for unique outdoor elements, the outdoor terrace was installed at the perfect time. This outdoor space is still the perfect beginning of their special day.



In 2019 we hosted *4* outdoor cocktail hours on the terrace, which brought in *\$5,500* of revenue.

BANQUET HOSTED EVENTS

Holiday Banquet Events

Banquet staff hosted three large facility holiday brunches:

632 Easter guests were served, generating a net profit totaling **\$12,190**

547 Mother's Day guests were served, generating a net profit totaling **\$7,865**

448 Thanksgiving guests were served, generating a net profit totaling **\$4,883**



Straight from the Tap 2019 was held in the Grand Ballroom at Arrowhead Golf Club on Saturday, January 26. Over 250 guests attended the event that featured 16 breweries, each of which featured two of their beers that fit the criteria of limited release, tap room only or rarity. Eric Howell performed as attendees enjoyed sausage donated by Gilbert's Sausage, a nacho bar, and our chef's selection of appetizers. The Silent Auction benefitting Sensory Playground was a huge success.



Volunteer & Partner Appreciation Mixer

The Wheaton Park District Partner and Volunteer appreciation mixer takes place annually and allows staff and vendors to creatively collaborate this large event which hosted 375 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 2019 "Thank you for being a star" brought the ballroom to life with hues of dark blue and silver. Desserts and star shaped chocolates provided a sweet ending to a bountiful beginning.

Hosted by the Cosley Foundation and the Wheaton Park District Board of Commissioners, our annual Mixer offers great food and beverage, beautifully appointed events, and delivers excellent service.

BANQUET HOSTED EVENTS

Our showcase Soiree was hosted on a Friday evening in January of 2019. We filled the room with preferred vendors, displays sampling hors d'oeuvres, offered wine tasting, and sample guest tables and high tops. This gave us the opportunity to show off our upgraded linen, lighting and draping packages, sweet tables and late night snacks for couples to consider for their wedding. We may continued to have this event available to both committed couples and the public for the potential to book new couples.



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 a trusted wedding industry professional. For the last 4 years we have been nominated 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.



2019 Arrowhead Collage Banquet Marketing E-Blasts



OFFERS AND SPECIALS
From Our Partners to Your Area



Only One Couple Per Night

- Breathtaking golf course views
- Extensive outdoor catering & cocktail reception space
- Elegant and trendy menu options

20% incentives & specials on remaining dates. Save up to up to \$20 off per seat on select private events.

[Book Now](#)



Everything You're Looking For in a Wedding
[See Our Wedding on The Menu](#)

Arrowhead Golf Club
15455 S. Arrowhead Road, Phoenix, AZ 85048
(602) 417-1888
www.arrowheadgolfclub.com



OFFERS AND SPECIALS
From Our Partners to Your Area



Perfect Memories Are Made Here

At Arrowhead Golf Club, there is only one wedding that quite in the sky is dedicated to you. With amazing views of the golf course from the second floor event space, vaulted ceilings and large floor-to-ceiling windows and glass doors.

Make up to 15% off November 1-December 2018. See all about special incentives for available 2019 dates.

[Book by Event Dates](#)



Everything You're Looking For is Available
[See Our Wedding on The Menu](#)

Arrowhead Golf Club
15455 S. Arrowhead Road, Phoenix, AZ 85048
(602) 417-1888
www.arrowheadgolfclub.com



Member Club: (602) 417-1888 | Member Services: (602) 417-1888
Tournaments | Events & Promotions | Private Club
15455 S. Arrowhead Road, Phoenix, AZ 85048 | (602) 417-1888
www.arrowheadgolfclub.com




Reception and Bar **Golf** **Wedding & Event**



Book by October 1

Receive 15% off per person for your lunch, dinner or holiday cocktail party!

Fill our spaces with the holiday cheer of as little 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. Event must be booked by October 1.

Plus, all guests receive a complimentary bonus card valued at \$100*

[View our Event Menu](#)

*Minimum purchase required. See restrictions apply.

2019 Arrowhead Collage Banquet Marketing Print and Web Ads



Arrowhead Golf Club

Happily ever after starts here



One venue for every occasion
Spectacular golf course views
Indoor and outdoor ceremonies
New outdoor cocktail space
Eventing advice

Get about 2019 incentives and specials

630.663.8902 or events@arrowheadgolfclub.org

25021 E1, Sugarfield Rd., Elmhurst, IL 60120 | arrowheadgolfclub.org



Arrowhead Golf Club

Happily ever after starts here.

One couple per evening
Spectacular golf course views
Stunning multi-level clubhouse
Accommodating up to 235 guests

Get our event planners about 2019 incentives and promotions.

630.663.8902 or events@arrowheadgolfclub.org



25021 E1, Sugarfield Rd., Elmhurst, IL 60120 | arrowheadgolfclub.org



Arrowhead Golf Club

One couple per evening

Spectacular golf course views
Stunning multi-level clubhouse
Elegant and savory menu options

Get our event planners about current incentives and promotions.

630.663.8902 or events@arrowheadgolfclub.org

25021 E1, Sugarfield Rd., Elmhurst, IL 60120 | arrowheadgolfclub.org



Arrowhead Golf Club

One couple per evening

Spectacular golf course views
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Elegant and savory menu options

Get our event planners about 2020 incentives and specials.

630.663.8902 or events@arrowheadgolfclub.org

25021 E1, Sugarfield Rd., Elmhurst, IL 60120 | arrowheadgolfclub.org



Arrowhead Golf Club

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

Spectacular Golf Course Views • Seats up to 275 guests
Indoor & Outdoor Ceremonies • Private Saloons & Venues
Personalized Flowers & Bridal Showers • New Outdoor Cocktail Space

630.663.8902 or arrowheadgolfclub.org
25021 E1, Sugarfield Rd., Elmhurst, IL 60120 | arrowheadgolfclub.org



Arrowhead Golf Club

YOUR HOLIDAY CELEBRATION DESTINATION!

Get festive at our UGLY SWEATER NIGHT on Friday, December 6 | 7:30P
Live entertainment, prizes for best ugly sweater and giveaways all night long.



Joining us is easy! Make your lunch and dinner reservations at arrowheadgolfclub.org.



Arrowhead Golf Club

YOUR HOLIDAY CELEBRATION DESTINATION!

Save the Date for the UGLY SWEATER PARTY on Friday, December 6.
Live entertainment, prizes for best ugly sweater and giveaways all night long.



Joining us is easy! Make your lunch and dinner reservations at arrowheadgolfclub.org.



Arrowhead Golf Club



2019 Arrowhead Collage Banquet Marketing Signage, Invitations & Postcards

**Summer Kickoff Party
on the Terrace!**
June 5 | 6-8P
Enjoy wine tasting and BBQ!
Includes food, wine tasting, raffle, one drink ticket
and live music by Chris Miller.
\$40 tickets are available at arrowheadgolfclub.org

WEDDINGS, SOCIAL EVENTS,
CORPORATE OUTINGS
& SPECIAL OCCASIONS

Ask about our NEW outdoor terrace.
Event planning office is located near the Pro Shop.
arrowheadgolfclub.org

Arrowhead GOLF CLUB

Welcome to Movie Night!
Ralph Breaks the Internet
will be shown on the driving range.

Enjoy a visit with our vendors
this evening:
Noteable Notes
and Superstar Karate
Drinks and snacks available
in the Halfway House

ARROWHEAD GOLF CLUB'S
2020 Wedding Season
Offering incredible discounts and incentives.

Stop by the banquet office, meet the wedding specialists and get more information.

ARROWHEAD GOLF CLUB
26W151 Butterfield Rd. Wheaton, IL 60189

Are you getting married or know someone who is?

2020 Wedding Dates Still Available
Offering incredible discounts and incentives.

Stop by the banquet office, meet the
wedding specialists and get more information.

Happily ever after starts here!

Arrowhead GOLF CLUB

**WE HAVE SOMETHING
FOR EVERYONE**

26W151 Butterfield Road | Wheaton | 630.653.5800

Your Exclusive Invitation

NEIGHBOR NIGHT
WEDNESDAY, MAY 1 | 6-8P

Complimentary tastings
of our new spring menu

Meet and Greet with the
executive chef and kitchen team

Live music by Chris Miller

Cash bar

RSVP by April 26 at arrowheadgolfclub.org/rsvp

arrowheadgolfclub.org

27 Hole Golf Course
Lighted Driving Range
Fully Stocked Pro Shop & Training Facility
Wedding, Event and Meeting Spaces
Outdoor Ceremony Site and Terrace
Restaurant & Sports Bar Open for Lunch and Dinner
Daily specials including Kids Eat Free Tuesday-Thursday
Events and Live Entertainment

Restaurant reservations, tee times and event information at arrowheadgolfclub.org

A facility of the Wheaton Park District

Arrowhead Golf Club
26W151 Butterfield Rd.
Wheaton, IL 60189

*Exclusive
Neighbor Night*
MAY 1 | 6-8P

PRINTED ON
RECYCLED
PAPER
WITH SOY INK

2019 Arrowhead Collage Banquet Marketing Facebook Header Images & Social Media



FACILITY MARKETING



Arrowhead Golf Club has a strong reputation in the community and among industry competitors such as other golf courses, restaurants and banquet facilities. Wheaton residents feel a sense of ownership with Arrowhead as sometimes referring to it as “their club”.

In 2019, marketing included a traditional mix of print and web advertising, direct mail, static and electronic signage, email marketing, social media and additional cross promotion with park district facilities and events, primarily the Community Center. With the new menu redesign and roll out, the community center front desk staff assisted with communicating this fresh new look in addition to the expanded Kids Eat Free offering.

In 2019 our website was updated for easier navigation and added Arrowhead Happenings Page, which keeps our customers in the loop on specials and scheduled events.

Here are some stats on the use of our webpage:

Total Users: 112,474 in 2019
at the end of 2018, we had a total of 98,118

Total Page Views: 396,318
Most frequently visited pages

home page : 116,344
 golf overview: 31,255
 restaurant & bar: 29,226
 restaurant menus: 25,203
 reservations: 8,752
 delivery: 1,528
 weddings & events: 17,537
 golf rates: 18,040
 weddings & event menu pricing: 14,441
 event listings (happenings): 9,008 (restaurant only), 7,324
 course scorecard: 9,686
 image gallery: 6,021

TripleSeat Event Management Software

In late 2019 our Banquets Department launched a software upgrade to TripleSeat Event Management. The web-based system allows users to manage guest lists, communicate event details to guests, keep track of all event details, manage payment, and more. Not only will it save time for our event planners by streamlining the booking process, but it will also assist generating new sales as it integrates with all the most popular lead generating services. Clients receive access to their own personalized event portal, allowing for real-time changes and updates to event details, simplified billing and online document signing.

The online inquiry form available on the website, continues to provide our visitors with a convenient way to contact our event planners and begin the dialogue. In 2019, we received a total of 207 inquiries from the launch in November to December 31.

Arrowhead continues to promote through online platforms such as Facebook and Instagram.

Instagram
 Arrowheadwheaton
 815 followers / 54 total posts



In 2019, the golf and restaurant/events Instagram accounts were combined to create “arrowheadwheaton”.

Each week posts are created for restaurants, events and golf. As weddings take place, golf tournaments and/or restaurant events, additional posts are created.

By the end of 2019, Facebook followers: **2,828**
 (compared to 2,638 in 2018)

By the end of 2019, Instagram followers: **815**
 (compared to 804 in 2018)

New Menu - Neighbor Night
 The new menu redesign and pricing structure was rolled out in May of 2019. Neighbors and regular customers were invited to a complimentary tasting of new menu items. A total of 150 people attended. All attendees were encouraged to vote for their favorite entrée or sandwich. The most popular was chicken & waffles and chicken gnocchi.

Events, Weddings & Social Events

Web and Print Advertising includes a regular campaign and inclusion in the following publications whether in print or web or both:

- Eventective
 - Chicago Style Weddings
 - The Knot
 - Wedding Wire
 - Celebration Society
 - BOI Magazine
- Here comes the Guide

Our annual contracts with the various wedding publications include print, website presence, email options and social media presence. Email marketing and social media perks are utilized during high-peak engagement season.

- Eventective
- Direct Referrals 37
- Competitive leads 159
- Profile views 295
- Website clicks 15
- Instagram clicks 1



MARKETING OVERVIEW

RESTAURANT, BAR AND EVENTS

Web and Print Advertising

Print continues to be a viable marketing avenue especially when accompanied by a good mix of other strong programs. Arrowhead is selective in the publications that we designate marketing funding to and includes the following:

West Suburban Living Magazine (print and enews)

Restaurant, Wedding & Golf Special Issues

Naperville Magazine (print and enews)

Restaurant and Event Issues

Danada Life Magazine (print only)

consistent monthly campaign

Glen Ellyn Neighbor Magazine (print only)

consistent monthly campaign to introduce and position Arrowhead as a “new club” Glen Ellyn residents should consider.

Daily Herald (print only)

Restaurant & Holiday Issues

Websites:

Wheaton Chamber

Naperville Chamber

DuPage Convention & Visitors Bureau

Yelp

Eventective

Uniquevenues

Open Table

Foodio54

Untappd

Mykidlist.com

E-mail Marketing

Monthly e-blasts are important to communicate various facility announcements, restaurant events or specials, golf tournaments or lessons and wedding and events. In 2019, 32 e-blasts were distributed to our subscriber data base.

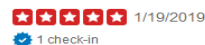
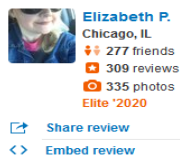
This data base is made up of people who are interested in Arrowhead and who have opted in to receive our e-newsletters through a prompt on the website, attend a special event, book a tee time or register for a program with us.

Overall the e-blasts saw an open rate of 22% and a click through rate of 9.5%. This is a 5% increase from 2018. An additional 4 e-blasts were distributed through vendors like Chicago Style Weddings, Celebration Society and GolfIllinois.

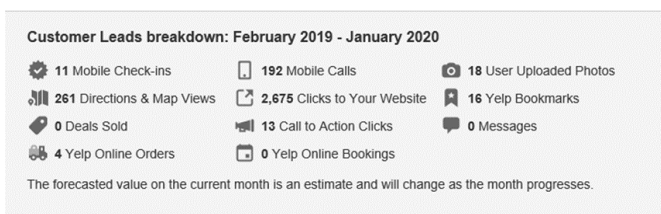
Yelp

Yelp is a crowd-sourced review forum for the public to rate venues, restaurants, and golf courses. Arrowhead’s profile on yelp has proved to be beneficial. In total Arrowhead Golf Club appeared in search results over 114,000 times, more than 9,000 people viewed our profile and 3,000 leads were generated. See the 12 month breakdown below.

Arrowhead hosted a Yelp Event: The Suburban Yelpie Awards in 2019. 100 Elite yelpers from the surrounding area came to enjoy a carving station, mashed potato bar, a sweet table and receive their awards for restaurant reviews. We have a great number of attendees leave 5 star review on Yelp for their experience. Below is an example:



I went here for the Yelp Elite Award dinner. It was phenomenal. The food was great. There was a carving station and a mashed potato bar. Who doesn't love mashed potatoes that you can slather in bacon, cheese, and sour cream? At our table - Miguel the server that came around and he was on it the entire time. We were well fed. The location is beautiful and well maintained. It was a large space great for events like these. The drinks were wonderful. I had the signature martini of the evening. My only recommendation to arrowhead is to have a few more options on whiskey. Makers Mark is usually a good option. I really loved the candy/swag table that was on a table as we exited. The whole event was nicely done. I really enjoyed it. Additionally, we all received coupons to return and I'm pretty sure I'll be using mine.



MARKETING OVERVIEW

RESTAURANT, BAR AND EVENTS

On-site marketing

Static and electronic signage is utilized to promote special menus, upcoming events and seasonal menus. In addition, table tents and posters are displayed on restaurant tables and on entry way tables.

School/Community Outreach

Arrowhead continues to partner with school groups, PTA and location non-profit organization for dine-in fundraisers, snack bar after sporting events and advertising through their various coupon booklets or fundraising or sporting event programs.

Daily Specials

The daily specials were altered slightly to offer some fresh new options and increase traffic on days that are typically not as popular. These specials included:

- Burger Monday
- Taco Tuesday
- Wine & Dine Wednesday
- Cajun Thursday
- Fish Fry Friday
- Prime Rib Saturday
- Fried Chicken Sunday

And Kids Eat Free was expanded to three nights (Tuesday, Wednesday, Thursday)



Hosted Events

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

- Lucky Lunch Box
- Straight From the Tap
- Superbowl Sunday
- Cider Dinner
- Valentine's Day
- Mardi Gras
- St. Patrick's Day
- Easter Brunch
- Mother's Day Brunch
- Summer Wine Series
- Father's Day Special
- Movie on the Driving Range
- Oktoberfest
- Pumpkins & Pancakes
- Thanksgiving Dinner
- Ugly Sweater Night
- Gingerbread Cookie Making

Val Pak

During the non-golf season, we contract with ValPak to distribute a \$10 off of \$50 restaurant purchase coupon to thousands of homeowners in the Wheaton, Glen Ellyn area. In 2019, there was a total of 2,185 redeemed.

Mobile Text Campaign

This is utilized to send out facility announcements, specials, events and flash sales. In 2019, a total of 23 texts were distributed to 843 subscribers for a total of 18,996 messages. This is an increase from 795 subscribers and 16,166 messages in 2018. We promote the text campaign club via the website, onsite and in various

Mobile "VIP" Club:

Text "Arrow" to 49798 (MSG & data rates may apply. Text STOP to 49798 to be removed from all campaigns and end subscription to mobile "VIP" Club.)

ARROWHEAD GIVES BACK –2019

Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated golf gift certificates in 2019 to many local causes, most of whom are listed below:

A Salute to our Heroes Foundation	Geneva Park Foundation	Schaumburg Rotary
Bartlett Park District	Glen Ellyn rotary	Sharing Connections
Berwyn Park District	Glenbard South High School	Spectrios
Bloomington Rotary	Glenbard West High School	St. Francis HS for Spring Fundraiser
Bartlett Park District	Glenview Park Foundation	St. James the Apostle
Bombshell Bullies	Goombay Bash H Foundation	St. Joan of Arc
Bower Elementary	Hanover Park Foundation	St. John the Baptist Church
BR Ryall YMCA	Hoffman Estates Park District	St. Michaels
Briar Glen Elementary	HOME	Student Excellence Foundation
Burbank Park District	Hubble Middle School	Synapse House
Carol Stream Chamber	IAPD	VFW Judd Kendall Post
Carol Stream Chamber Golf Outing	IBCA	VFW-Normandy Project
Casino Night	IPRF	Waukegan Park District
Chicago Blackhawks	Jefferson Preschool	WDSRA Black and Red Bash
Chili Open	Junior Achievement Chicago /DuPage	WDSRA Charlie Long golf outing
Churchill Elementary	Kiwanis	We Grow Dreams
Clare Woods Academy	Lee Wulff Chapter of Trout Unlimited	West Chicago Park District
Connection of Friends	Lincoln Elementary	West Suburban Community Pantry
Conservation Foundation Earth Day	Lions Club Golf and Christmas	Wheaton Chamber- April Fundraiser
Cosley Campaign	Longfellow Elementary	Wheaton Junior Woman's Club
Cosley Classic	MadDog Wrestling Academy	Wheaton North Falcons- Wings
Cosley Uncorked	Madison Elementary	Wiesbrook Elementary
Deerfield Park District	MarianJoy	Winfield Park District
DeKalb park district	Markland Children's Home	World Relief DuPage/Aurora
Don Kelly- A.C.S	Marriott Naperville	WSSR
DuPage Legal Aid	Metropolitan Family Services	Wheaton South Softball
DuPage Care Center Foundation	Midwest Shelter for Homeless Veterans	Young Life
DuPage County 4H Foundation	Milton Township	
DuPage County Farm Bureau	MLC Holiday Gala	
DuPage County Farm Foundation	NAMI DuPage	
DuPage County Forest Preserve	Naperville Area Humane Society	
DuPage Foundation	Natural Resources Committee of Gevena	
DuPage Friends of Extension	Northern IL Food Bank	
DuPage Pads	Oswegoland Park District	
DuPage Senior Citizens Council	Palatine Park District	
Edward Foundation	Paul Fabri Memorial Golf Classic	
Elk Grove Village Park District	Pierce Foundation	
Emerson Elemenatary Trivia	Pinkard Family	
Esse Adult Day Care	Peoples Resource Center	
Evangelical Child & Family Services	Pleasant Hill Elementary	
Family Shelter Services	Rally for the Cure - Jeanne Wasser	
Feed My Starving Children	Rick Garrity Outing	
FT Cares	Ronald McDonald House	
First United Methodist Church	Rock Bottom Brewery	
Franklin Middle School	Rotary Christmas Inn	
	Sandburg Elementary	
	Schaumburg Park Foundation	

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 2019.

Breakdown of Space Donated to WPD and Affiliates 2019	VALUE OF SPACE <i>Represents the minimum cost for an outside group to rent the space.</i>	COST TO ARROWHEAD <i>Includes set up, labor, linen and food & beverage fees.</i>
ADMINISTRATION <i>Events hosted by Wheaton Park District internally such as meetings.</i>	\$15,950	\$5,316
COMMUNITY <i>Space given to groups such as WWSHS or Chamber.</i>	\$2,900	\$967
RECREATION <i>Space for Wheaton Rams Football and Cheerleading as well as Wheaton Youth Baseball meetings.</i>	\$10,450	\$3,483
Total Donation from Arrowhead Golf Club	\$29,300	\$9,766

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.

2019 DISCOUNT/DONATION GIVEN <i>Represents the retail value of the event less the cost to the group.</i>	
ADMINISTRATION <i>Includes Wheaton Park District Appreciation Mixer, Mary Lubko Center, and other use of space by Wheaton Park District</i>	\$57,612
COMMUNITY <i>Includes Wheaton Park District affiliates such as Wheaton Chamber, WWSHS, WDSRA</i>	\$9,785
COSLEY FOUNDATION <i>Includes events such as the Cosley Golf Outing, and other special meetings and events.</i>	\$24,992
RECREATION <i>Sports and Rec Meetings, Holiday Party and other special events.</i>	\$9,258
Total Donation from Arrowhead Golf Club	\$101,647

Wheaton High Schools

- o The boy and girls' 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 \$17.50.
- o Players are given a small bucket of balls before playing a round of golf.



High School Golf 2019	WWSHS	WNHS	TOTAL
Rounds	412	300	712
Green Fees	\$7,210	\$5,250	\$12,460
Range Balls	\$2,060	\$1,500	\$3,560
Total	\$9,270	\$6,750	\$16,020



ARROWHEAD GIVES BACK TO THE COMMUNITY

Employing Wheaton Residents

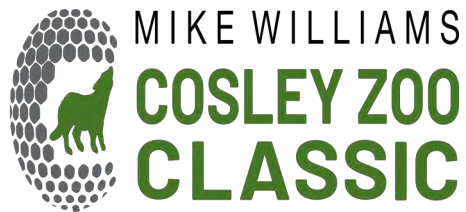
Arrowhead acknowledges that the secret to our success is the support of our Wheaton resident staff. The chart below represents the total wages paid to Arrowhead Golf Club employees who reside in Wheaton.

Area of Employment	2019 Wages, by Area to Wheaton Residents
Administrative	\$145,102.96
Banquets	\$54,559.33
Bev Cart	\$8,216.48
Custodian	\$33,302.61
Golf Maintenance	\$143,975.28
Kitchen	\$89,498.17
Pro Shop	\$124,068.79
Restaurant	\$206,640.07
Total	\$ 805,364

Fundraising for Cosley Zoo and Wheaton Park District

Cosley Zoo Classic Golf Outing 2019 164 golfers, sponsors, silent auction, gimmick holes, raffle and mul-ligans raised more than \$40,000 to benefit Cosley Foundation. Arrowhead provided the entire golf course to participants. 200 guests were hosted for lunch and dinner, the meal was provided through Arrowhead vendor food donations.

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



ARROWHEAD GIVES BACK—2019 TOTAL VALUE

Donated Meeting Space	\$29,300
Discounts to WPD and Affiliates (Cosley shown separately)	\$76,655
Wheaton Warrenville So and Wheaton No. High School Golf Teams	\$16,020
Cosley Foundation Fund Raising	\$24,992
Employment	\$805,364
TOTAL Value Arrowhead Gives Back	\$952,331

Banquets and Events

Office Personnel

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

Service, Bartender & Housemen Staff

- ◇ Staff is trained on (1.) Harassment/sexual harassment (2.) diversity in the workplace (3.) Slips and Falls (4.) Irate customers (5.) Workplace violence
- ◇ All leadership staff has taken the CPR Certification class offered through the park district.
- ◇ Staff reviews storm and emergency procedures and evacuation training.
- ◇ Staff is Basset certified and has earned their food handler certificate.
- ◇ Staff meetings take place just prior to the day's event. These meetings cover client specifications, special diet information, specific details and guest accommodations. The meeting content always includes reminders of service regulations and the re-examination of events passed and what can be done to improve them.
- ◇ Staff is consistently trained to impart the importance of safety/sanitation procedures to be followed daily.
- ◇ 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.) Irate customers (5.) Workplace violence
- ◇ Training outlines were created to detail the objectives of each stage of training by shift. Daily quizzes as well as a comprehensive final exam are part of the training regimen.
- ◇ All new hires receive an orientation regarding Wheaton Park District and general Arrowhead policies.
- ◇ Pre-shift meetings are held with staff daily. Sanitation, policies, procedures, and areas that need improvement are discussed.
- ◇ Daily pre-shift meetings are held to review issues of the day such as safety, Wheaton Park District events and promotions at Arrowhead.
- ◇ Management participates in weekly meetings to review procedures and policies of the department and sales initiatives.
- ◇ Trainings are also held to test and train on new food and beverage items throughout the year.

Restaurant Kitchen Training

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

TRAINING

Golf

In-service training is an important part of what we do at Arrowhead. In 2019, staff ensured that all employees received relevant training throughout the year. A variety of training methods are used including videos, printed materials, demonstration, role playing and discussion. Employees are trained in groups based on their job duties and the training topic.

Topics included:

- ◇ Safety orientation
- ◇ Employee orientation
- ◇ Break policy and log
- ◇ Harassment training
- ◇ Machine and equipment safety and usage
- ◇ Emergency situations and procedures (on course injuries to guest and staff and weather)
- ◇ Customer service
- ◇ Conflict resolution
- ◇ Heat safety and hydration
- ◇ Golf course etiquette
- ◇ Sanitation and hand washing
- ◇ Back safety , stretching & lifting
- ◇ Customer service
- ◇ Slips, trips and falls
- ◇ Snow Removal
- ◇ Child abuse reporting act
- ◇ CPR
- ◇ New initiatives

American Development Model

This exciting new training was taken by all three members of the professional staff in the fall. It has been successfully used by other national sports organizations (lacrosse, basketball and hockey) as a way to stress overall fitness and athleticism and create the best and most well rounded athletes. It will be woven into our junior program next year as we work to promote not only golf but also active children and future adults.

PGA Membership

Assistant Professionals, Matthew Nations and Andrew Ogata, both completed their multi-year training as PGA Associates and are now **Class A members of the Professional Golfers Association of America**. Training includes three week long classes, multiple portfolio assignments along with oral and video presentations.



FINANCIAL REPORT ARROWHEAD GOLF CLUB

2019 YEAR-TO-YEAR COMPARISON

	2019	2018	2017	2016	Average
Administration					
Revenue	\$110,806	\$66,314	\$54,107	\$40,540	\$67,942
Expense	(\$1,100,806)**	(\$1,027,425)	(\$963,201)	(\$969,811)	(\$1,015,311)
Net	(\$990,000)	(\$961,111)	(\$909,093)	(\$929,271)	(\$947,369)
Parks Maintenance					
Expense	(\$30,254)	(\$29,194)	(\$24,814)	(\$12,492)	(\$24,189)
Net	(\$30,254)	(\$29,194)	(\$24,814)	(\$12,492)	(\$24,189)
Pro Shop & Golf Fees					
Revenue	\$2,163,889	\$2,222,852	\$2,267,229	\$2,236,854	\$2,222,706
Expense	(\$637,422)	(\$634,125)	(\$672,905)*	(\$652,881)	(\$649,333)
Net	\$1,526,467	\$1,558,728	\$1,594,324	\$1,583,973	\$1,573,373
Golf Maintenance					
Revenue	\$6,270	\$5,640	\$1,375	\$6,000	\$4,821
Expense	(997,651)	(\$970,888)	(\$1,090,539)	(\$1,001,980)	(\$1,015,265)
Net	(\$991,381)	(\$965,248)	(\$1,089,164)	(\$995,980)	(\$1,010,443)
Food & Beverage					
Revenue	\$4,801,234	\$5,024,272	\$5,349,366	\$5,426,437	\$5,150,327
Expense	(\$4,107,470)***	(\$4,358,287)	(\$4,433,619)	(\$4,372,487)	(\$4,317,966)
Net	\$693,764	\$665,985	\$915,747	\$1,053,950	\$832,362
Cross Country Ski					
Revenue	\$9,373	\$12,198		\$2,877	\$8,149
Expense	(\$1,786)	(\$857)	(\$837)	(\$1,006)	(\$1,122)
Net	\$7,587	\$11,341	(\$837)	\$1,871	\$4,991
ALL					
Revenues	\$7,091,572	\$7,331,276	\$7,672,077	\$7,712,708	\$7,451,908
Expenses	(\$6,875,389)	(\$7,020,776)	(\$7,185,915)	(\$7,010,657)	(\$7,023,184)
Net	\$216,183	\$310,500	\$486,162	\$702,050	\$428,724

Figures for 2019 above include Period 13 entries but do not include capital expenditures, all depreciation, taxes and principal and interest in the Administrative Department.

2019-Administration \$37,000** includes the Consultant fees for Profitable Food Facilities services and expenses

2019-Food and Beverage \$78,385*** includes benefits paid out for departing full time staff

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

FINANCIAL REPORT ARROWHEAD GOLF CLUB

MONTHLY REVENUE/EXPENSE 2019

	01-Jan	02-Feb	03-Mar	04-Apr	05-May	06-Jun	07-Jul	08-Aug	09-Sep	10-Oct	11-Nov	12-Dec	Grand Total
000-Administration													
4-Revenues	\$11,454	\$5,032	\$2,039	\$12,793	\$4,918	\$20,380	\$14,005	\$2,405	\$3,135	\$10,525	\$6,747	\$17,372	\$110,806
5-Expenses	(\$66,952)	(\$80,438)	(\$96,535)	(\$61,786)	(\$103,398)	(\$85,197)	(\$105,712)	(\$103,101)	(\$94,352)	(\$87,744)	(\$84,362)	(\$131,229)	(\$1,100,806)
000-Administration Total	(\$55,203)	(\$75,112)	(\$94,496)	(\$48,698)	(\$98,185)	(\$64,521)	(\$91,412)	(\$100,402)	(\$90,922)	(\$76,923)	(\$77,319)	(\$113,562)	(990,000)
101-Parks Maintenance													
5-Expenses	(1,763)	(1,458)	(2,417)	(1,487)	(8,459)	(2,441)	(1,503)	(2,190)	(2,422)	(1,505)	(1,457)	(3,152)	(30,254)
101-Parks Maintenance Total	(1,763)	(1,458)	(2,417)	(1,487)	(8,459)	(2,441)	(1,503)	(2,190)	(2,422)	(1,505)	(1,457)	(3,152)	(30,254)
601-Golf Maintenance													
4-Revenues	298						5,520					452	6,270
5-Expenses	(42,301)	(42,259)	(88,802)	(57,653)	(80,932)	(109,064)	(162,476)	(100,767)	(91,068)	(67,427)	(61,875)	(93,027)	(997,651)
601-Golf Maintenance Total	(41,561)	(42,259)	(88,802)	(57,653)	(80,932)	(109,064)	(156,956)	(100,767)	(91,068)	(67,427)	(61,875)	(92,575)	(991,381)
611-Pro Shop/Golf Fees													
4-Revenues	1,258	40,421	198,200	182,627	240,525	325,532	351,226	367,948	276,937	159,692	15,560	3,963	2,163,889
5-Expenses	18,380	(29,839)	(56,250)	(52,330)	(57,469)	(72,841)	(77,574)	(86,551)	(76,689)	(57,032)	(37,471)	(51,756)	(637,422)
611-Pro Shop/Golf Fees Total	19,638	10,582	141,950	130,297	183,056	252,691	273,652	281,397	200,248	102,660	(21,911)	(47,793)	1,526,467
612-Food and Beverage													
4-Revenues	187,348	209,100	311,005	304,583	487,483	579,912	488,577	589,427	542,212	443,578	292,312	365,697	4,801,234
5-Expenses	(156,045)	(278,232)	(320,777)	(262,803)	(330,761)	(458,142)	(375,060)	(469,488)	(377,209)	(371,492)	(268,700)	(438,761)	(4,107,470)
612-Food and Beverage Total	31,303	(69,132)	(9,772)	41,780	156,722	121,770	113,517	119,939	169,930	72,086	23,612	(73,064)	693,764
613-Cross Country Skiing													
4-Revenues	6,766	2,607											9,373
5-Expenses	(979)	(618)	(20)	(20)	(4)	(34)	(18)	(19)	(19)	(19)	(37)	(37)	(1,786)
613-Cross Country Skiing Total	5,787	1,989	(20)	(20)	(4)	(34)	(18)	(19)	(19)	(19)	0	(37)	7,587
Grand Total	(41,799)	(175,390)	(53,557)	64,219	152,198	198,401	137,280	197,958	185,747	28,872	(138,950)	(330,183)	216,183

2019



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