



Arrowhead Golf Club

Annual Report 2021





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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.

In 2021, the staff at Arrowhead continued to meet and exceed guests' expectations in light of the ever-changing guidelines and restrictions we were expected to adhere to. Our staff remained diligent on providing the best possible customer service experience in an environment all could feel safe in.

Golf operations saw participation grow to a level that hadn't been touched in over two decades. Food & Beverage operations continued to be creative not only in their menu offerings but the safe spaces to enjoy them in.

The staff is proud to provide the following glimpse of achievements and successes for Arrowhead Golf, Events, Restaurants & Bar and we look forward to using this growth as a benchmark for 2022 .

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



ARROWHEAD GOLF CLUB



Clubhouse, Circa 1940

Welcome to Arrowhead Golf Club

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

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

A new maintenance facility and golf cart storage garage opened in the spring of 2001, and when the West Course opened in July of that year, the golf course renovation was complete.

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

The construction of a new Environmental Storage Facility took the place of two aging buildings, the completion of a berm repair on the East Course and the creation of a new tee box on #5 South the completed the projects for 2021.

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



Kim Prazak
Special Facilities
Assistant

FOOD & BEVERAGE OPERATIONS



Russ Hillard
Food and Beverage
Director

RESTAURANT



Lucy Vazquez
Restaurant
Manager



Dan Stear
Restaurant
Manager



Matt Heine
Restaurant
Manager

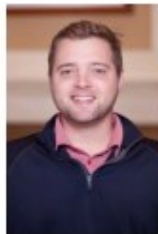
GOLF



Bruce Stoller
Director of Golf



Andrew Ogata
Head Golf
Professional



Matthew Nations
Head Golf
Professional

KITCHEN



Eric McBride
Executive Chef



Carl Dudgeon
Sous Chef



Eric Garcia
Sous Chef



Javier Ortiz
Lead Cook

MAINTENANCE



Justin Kirtland
Golf Course
Superintendent



Jason Kahlstorf
Asst. Golf Course
Superintendent



Neil DalCerro
Building Engineer



Tom Day
Asst. Building
Engineer

BANQUETS



Lauren Zomparelli
Senior Catering
Manager



Olivia Englert
Wedding
Coordinator



Margaret Harris
Catering Sales
Manager



Lois Becker Senior
Catering Sales
Associate



Gabe Coyomani
Operations
Manager



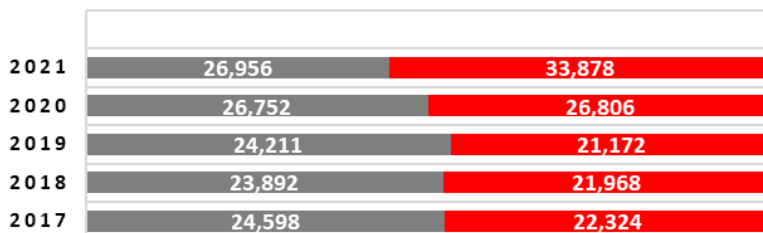
GOLF

ANNUAL PAID ROUNDS



2021 PAID ROUNDS PLAYED RESIDENT VS. NON-RESIDENT

■ Resident ■ Non-Resident

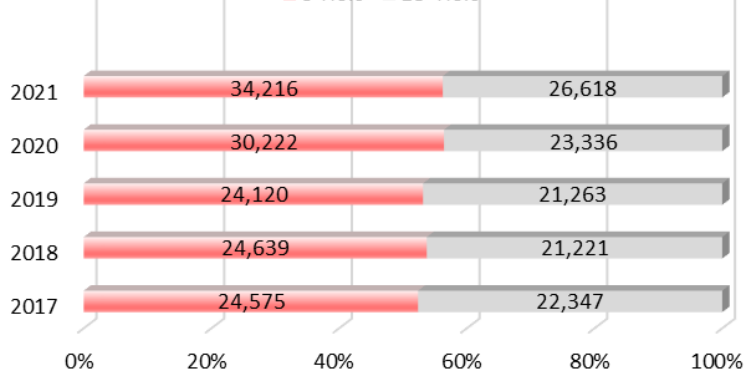


ANNUAL PAID ROUNDS	2021	2020	2019	2018	2017
Paid Rounds	60,834	53,558	45,383	45,860	46,922
Change from Previous Year	+13.6%	+18.0%	-1.0%	-2.3%	-5.2%



9-Hole vs. 18-Hole Rounds

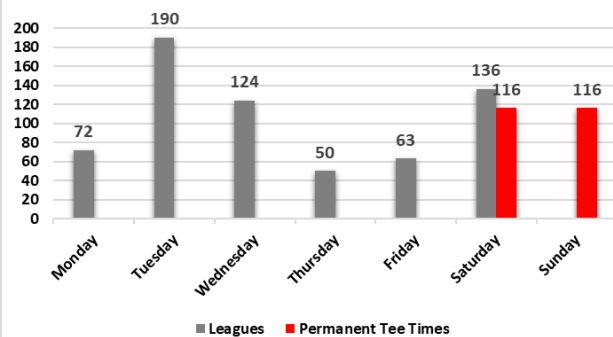
■ 9-Hole ■ 18-Hole



WEEKLY GROUPS

- There were **10** morning leagues that played this year while **8** leagues played on weekday afternoons.
- 68** couples participated in our Couples League in 2021 as participation rebounded over 40 percent with more relaxed COVID restrictions.
- Permanent tee times** play Saturday and Sunday mornings from the first weekend in May through the weekend before Labor Day. Tee times started at 5:30 AM and were completed before 9:00 AM. There were 116 players on both Saturdays and Sundays with about **80% of them being Wheaton Residents**. Permanent tee time holders represent some of our most loyal customers and make up the majority of participants in our special events.

Numers of Players in League and Permanent Tee Times



METEOROLOGICAL CONDITIONS



Days Closed in 2021:

There were no days from May through September when the course was closed (less than 37 rounds played, as defined by the National Golf Foundation) due to weather. The long term average is three closures during this time period each year. This was the first time in over 15 years with no days closed.

Meteorological Conditions for 2021:

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:** Warm and snowy as it became the 10th snowiest on record.
- February:** The 9th snowiest on record with nine consecutive days of measurable snow which tied a record. Well below normal temperatures with 16 consecutive days without the mercury climbing above freezing.
- March:** The sunniest March in over 20 years with warm temperatures and only 50 percent of normal precipitation.
- April:** The 6th driest on record with above normal temperatures.
- May:** One of the driest on record with only 40 percent of normal rainfall.
- June:** The 4th warmest and 13th wettest on record.
- July:** Only 50 percent of normal rainfall with five days in the 90's.
- August:** The sixth warmest on record with slightly above normal rainfall.
- September:** The 5th hottest ever with below normal rainfall seeing the area fall into moderate drought conditions.
- October:** The 9th warmest and 12th wettest in our areas history.
- November:** Less than an inch of rain fell during the month making it the 8th driest November in history.
- December:** The fourth warmest on record and the latest measurable snowfall (12/28) ever for a winter season.

The long term average for meaningful precipitation in our area as been 69 days per year. There were 68 such days in 2021 with June, August and October leading the way.

August, September and October all saw average temperatures in the top ten warmest ever as that period ranked as the second warmest in history for our area.

Meteorological autumn (September—November) was the 8th warmest in our areas history.

Total precipitation in 2021 was 7.7 inches (20%) below normal but snowfall for the year was 8.8 inches (23%) above normal.

GOLF LESSONS



Lesson programs surged in 2021 with over 97 percent of adult and junior group lesson spaces filled.

Private 120 student hours
Adult 286 student hours
Junior 312 student hours

GOLF OUTINGS

The golf outing business bounced back from the COVID related cancellations and postponements of last year. Only one large group cancelled their event this year after booking and they have already re-scheduled for 2022.

The large outing season spanned over 150 days this year with the first event happening in early May and the last one taking place in early October. We hosted 21 large events (100+) ten mid-size events (50-99) and nine small events (under 50) that included some form of food and beverage package with their event.

We also hosted over 70 golf only events that required some form of prior planning and/or day of set-up by staff. The vast majority of these groups ended up either in the restaurant or on the terrace behind the halfway house.



DRIVING RANGE

	2021	2020	2019
Pro Shop Range Sales	\$ 59,854	\$ 37,757	\$ 49,949
Range Machine Sales	\$130,056	\$100,770	\$ 60,785
Total Sales	\$190,010	\$138,527	\$110,734



SPECIAL EVENTS AND TOURNAMENTS

Arrowhead hosts a variety of special events throughout the year for the enjoyment of our regular customers and other guests. COVID-19 restrictions kept some events from happening in 2021 but a number of activities were able to proceed either as normal or with minimal modifications.

Divot Days- We hosted two events in 2021 which allowed us to fill thousands of divots in a short period of time. Many of our most devoted customers and staff attended with divots filled on a total of 9 holes during these two evenings.

Range Days- We also hosted two of these events which sees large groups of volunteers comb through the areas around the driving range in search of balls that cannot be picked mechanically. One event was staffed by employees volunteering their time while the other saw the Wheaton North Boys Golf Team showing up to assist. Over 6,000 balls were recovered on these two evenings.

Club Championship-The annual Club Championship took place on September 11th with the format changed this year to provide contestants the opportunity to play all 27-holes on one day. 36 players took part in the championship with winners including Tim Countryman, Chris Burnett, John Carlson and Rich Landeck.

3-Person Scramble- This continues to be our most popular event of the season with 60 players competing this year. It is a handicapped event which pits three person teams against each other in a scramble format and concludes with lunch.

Brutal Cup- The format was modified this year to a two person scramble with handicaps to again allow contestants to only play with people they were comfortable with. A high temperature of 65 degrees made the day anything but “brutal”, and allowed the 52 participants to enjoy the event which concluded with hot dogs, chili and drinks after the round.

CanHead Cup- This Ryder Cup style event consists of a team from Arrowhead competing against a team from Cantigny. 18 holes were played at each facility with contestants sharing a meal after each round. The team from Arrowhead was dominant and returned the cup to its rightful home.

Trophies are awarded to winners and runner ups in the Club Championship but most prizes are paid out in gift certificates to the Pro Shop in order to boost sales.



CROSS COUNTRY SKIING

The golf course stays busy even during the winter months when there is a 6-inch base of snow on the ground by providing another outdoor recreational activity with groomed Cross Country Ski trails. Guests that own their own equipment can hit the trails free of charge or you can rent boots, skis, & poles on site. In order to follow covid guidelines, the ski operation was moved to the pro shop and reservations were taken. We started taking reservations for four people every 15 minutes but found we could safely accommodate more and adjusted to reserving for six people every 10 minutes after a few days. We sold 1,689 rentals totaling \$39,555. 2021 saw the most consecutive days of skiing in over a decade. The trails were open for 13 days in January and 27 in February.



GOLF COURSE PROJECTS

The new **Environmental Storage Building** which houses our three sprayers along with chemicals and fertilizer was completed in 2021 with final occupancy granted in March. It replaces two older buildings that had fallen into disrepair and has greatly increased efficiency.

A new **Pine Straw** bed was created between the 5th green and 6th tee on the South course to deal with an unsightly part of the course where grass could not grow because of the shade in the area. The future will see shade tolerant plants scattered through the space to further enhance the appearance.

240 feet of **Drainage** was added throughout the course as we continue to improve this vital function year after year using in-house labor as time permits. Areas addressed this year included near the 11th tee, between #12 and #13, in the rough on #15, and between the tee and cart path on #3 West.

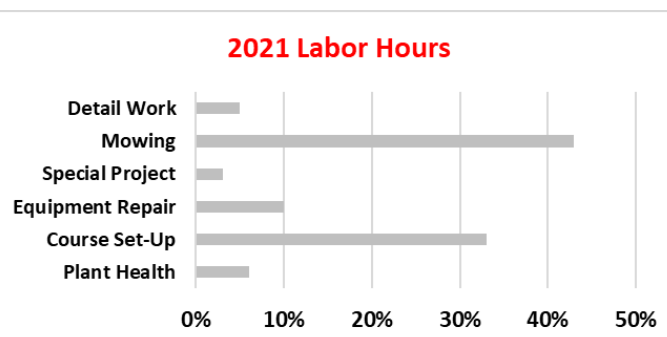
The west side of the **Pond Bank** on #9 South was graded and re-grassed after a great deal of damage was caused by burrowing animals during the winter months.

Golf Course Projects	2021	2020	2019	2018	2017	TOTAL
Renovation Expenses	\$61,456	\$380,775	\$52,416	\$118,198	\$57,909	\$670,754
Capital Equipment Purchase	\$0	\$0	\$158,057	\$108,347	\$135,970	\$402,374

GOLF COURSE MAINTENANCE

- Detail work includes filling divots in fairways, edging bunkers, bunker repair, leaf and debris removal, maintenance of clubhouse landscape, blowing cart paths and parking lot, and trimming around sprinkler heads, yardage markers, trees and walls.
- Greens are mowed daily while tees, fairways, approaches, and collars are mowed two days per week. Rough mowing is an ongoing daily task, banks are mowed twice per week and the range, entrance and Off the Street Club are mowed weekly.
- 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.
- Equipment maintenance is the backbone of any operation. 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.
- Staff continues to work toward limiting overtime whenever possible. There are times when weather events such as floods and off hours snowfall make it difficult to avoid, but minimizing the impact on the bottom line is always a priority.
- Course set-up tasks are done daily and include changing cups, moving tee markers, collecting trash, raking bunkers, and dragging fairways to remove dew.
- 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.

	Golf Maintenance Overtime
2021	\$3,445
2020	\$5,770
2019	\$4,982
2018	\$4,432
2017	\$4,840



	Chemicals and Fertilizers
2021	\$162,025
2020	\$152,229
2019	\$141,627
2018	\$128,862
2017	\$161,713

GOLF COURSE LABOR COMPARISON

Pro Shop Wage Comparison

	PT Wages	FT Wages	Total
2021	\$180,371	\$172,315	\$352,686
2020	\$123,407	\$153,710	\$277,117
2019	\$123,721	\$160,308	\$284,029
2018	\$121,533	\$154,765	\$276,298
2017	\$150,352	\$150,206	\$300,558

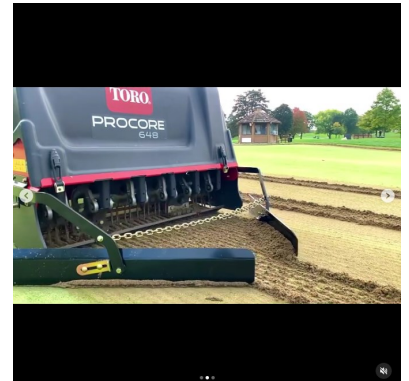
Golf Wage Comparison Full-time golf staff continue to cover and support Pro Shop shifts as well as join as cart attendants during golf outings in order to keep part-time wages within budget. 2021 saw an increase in Full-Time wages from lessons that increased last year after dipping due to COVID in 2020. Part Time is a combination of an increase in the minimum wage, more staff hours vs. 2020 due to COVID, and the increase in staff needed due to the large jump in rounds played.

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 maintaining on course water stations.

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

- Cleanliness and sanitation have always been an important part of the services provided by the custodial staff. This continued to be a primary function of the team in 2021 as they made every attempt possible to keep guests and employees safe. Special attention was again paid to restrooms, door handles and any other area of high traffic.
- Floors include sweeping, mopping, vacuuming and polishing of all stairs and floors throughout the building.
- Bathrooms include cleaning and restocking supplies of the nine bathrooms in the clubhouse. These are checked regularly throughout the day by custodial staff and in the evenings by housemen and restaurant staff.
- Windows are cleaned on a regular basis. Windows on public access doors are cleaned every day and other windows are cleaned on a rotating schedule based on location. Door knobs throughout the building are also sanitized throughout the week.
- Dusting is done every day as part of routine cleaning. Picture frames, furniture, display cases and light fixtures are part of the rotation.
- Painting and minor drywall repair is done on a regular basis to touch-up damage done during the normal course of business.
- Light bulbs are checked daily and replaced as needed.
- Drains are sanitized and flushed on a regular basis to maintain freshness and to ensure that they stay open.
- Offices are checked regularly for trash and other minor cleaning and repairs.
- Preventative maintenance takes place on an almost daily basis. Work is routinely done on kitchen equipment and HVAC units in order to keep these vital pieces of the operation in top



RECOGNITIONS-2021

Golfers' Choice : Top 50 U.S. Public Golf Courses

Rated #17. Arrowhead Golf Club

What they're saying:

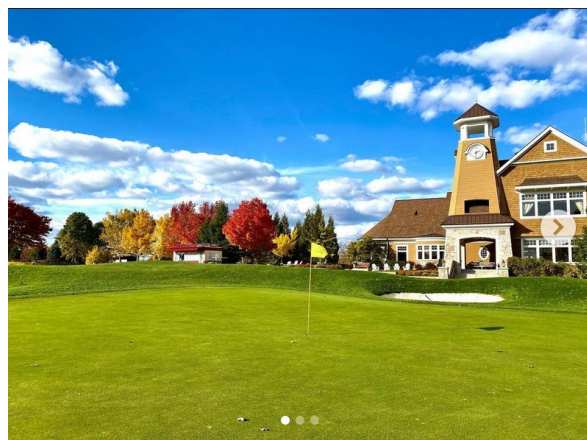
"Great layout that demands good course management and accuracy. Fast, sloped greens that require concentration and deft touch. Excellent conditions all around." - TopcatGolf

Golfers' Choice: Top 25 Golf Courses for Off-Course Amenities

Rated # 5. Arrowhead Golf Club

What they're saying: "First time here and loved everything about it. Air conditioned bathrooms are great!"- acarnahan76

"Very friendly and accommodating staff. For an early spring round,



PELICAN GOLF



2021 marked the sixth year of Arrowhead's partnership with Pelican Golf. Pelican Golf leases a space in the lower level of Arrowhead. 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 2021 as they are able to offer our customers significant savings with a modest selection of top brand footwear. This is a category which has traditionally offered low profit margins and dollars so this is another win/win for our two businesses.

MERCHANDISE SALES

	2021 Gross Sales	2020 Gross Sales	2021 Profit Margin	2020 Profit Margin	2021 Profit Dollars	2020 Profit Dollars
Hard Goods	\$5,981	\$7,397	18.1%	43.1%	\$1,082	\$3,189
Golf Balls	\$67,458	\$51,739	28.7%	30.7%	\$19,381	\$15,887
Soft Goods	\$61,319	\$47,511	38.9%	37.5%	\$23,883	\$17,819
Total Sales	\$134,758	\$106,647	32.9%	34.6%	\$44,346*	\$36,895*

Soft goods consist of wearables such as apparel and headwear while hard goods are equipment such as golf bags and golf clubs.

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



AUDUBON SANCTUARY PROGRAM

The staff at Arrowhead has always been committed to conservation, and choosing to take part in the **Audubon Cooperative Sanctuary Program for Golf Courses** in 2018 was a step toward showing that to the community. We are extremely proud to announce that we completed the eight step certification process and Arrowhead is now **one of 49 courses in the state of Illinois** to hold the distinction.

What is the Audubon Cooperative Sanctuary Program for Golf Courses?

Begun in 1991 in conjunction with the United States Golf Association, 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 .

How does it work?

The ACSP helps 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. In June in which we had the 3rd highest participation in the country.

- Site Visit required to finalize the process. **Achieved 8/20/20**

“It is evident that the Agronomy team are stewards of the environment and we the Audubon commend them for that.”

What's Next?

Certification is not the end. We will look to continue educating the public about our efforts in regard to sustainability and the environmental practices we are implementing, as well as showing golfers how they can help to limit their impact on the environment. This may be done using displays in the clubhouse and/or around the property, conducting seminars or using the displays on our GPS units.

Recertification is required every three years to maintain the designation so we will be starting down that path in the next couple of years.



GOLF MARKETING

Arrowhead maintained its presence in many of the tried and trusted golf publications, radio shows, and golf websites to promote the course. These include the following:

Golf Chicago Magazine
Chicago District Golf Association (CDGA)
Golftrips.com
Golfcourseillinois.com
Discoverdupage.com
Wheaton Park District Seasonal Program Guide & Website

An article was published in the June issue of Golf Chicago Magazine, titled Practice like you Play. The article focused on the importance of a pre-round routine and practice.

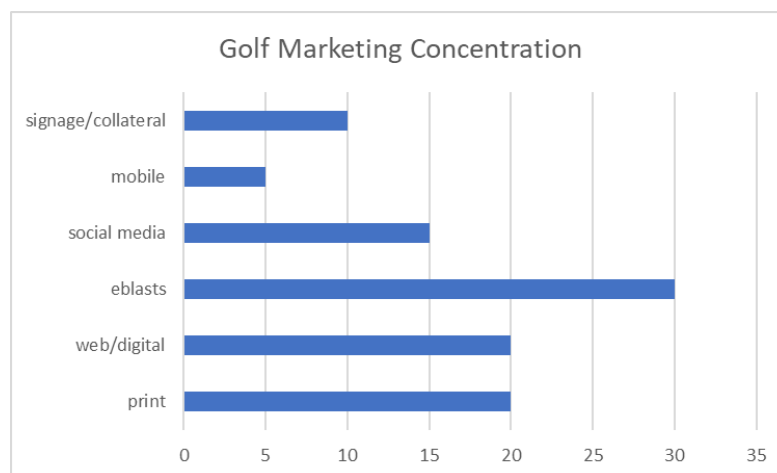
CDGA distributed two offers to their members featuring driving range and cart specials at Arrowhead.

We continued to utilize social media and ran a 6-week series on Facebook featuring various golf tips in preparation for the Spring Golf Season.



Additionally, regular eblasts were utilized to reach our customers along with signage within the building, pro shop and on the course.

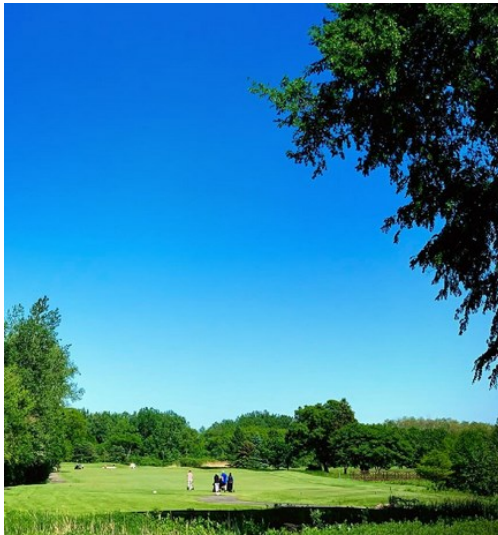
Monthly eblasts included Course Opening & Closing Announcements, Fall Rates, Tournaments & Events, Pro Shop Offerings and Safety Guidelines/Updates due to COVID-19 mandates.



2021 Arrowhead Collage

Golf Marketing

Social Media



arrowheadwheaton 🌻🌿 A journey like no other. Use the link in our bio to book your tee time and enjoy every moment our course provides.

#arrowheadwheaton #wheatonillinois #arrowheadgolf #chicagogolf #golfgchicago #golfcourse #golf #teetime #walking #readyfortheweekend #18holes #9holes

38w

34 likes

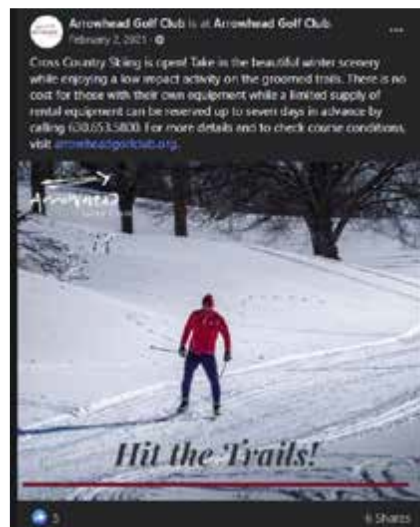
JUNE 4, 2021



423 People reached

4 Engagements

— Distribution score



arrowheadwheaton 🌸🌻 Find some color while you're looking for shade 😊

📍 1 South

31w

eww555 Beautiful!

31w 1 like Reply

maria_smith_b1 Love it DM @GEARUPPROMOS

31w Reply

arrowheadwheaton #arrowheadwheaton #wheatonillinois #arrowheadgolf #chicagogolf #golfgchicago #golfcourse #golf #golfcourseviews #flowers #landscaping #shade #summer

50 likes

11w 10 1074



2021 Arrowhead Collage Golf Marketing E-Blasts



2021 Arrowhead Collage Golf Marketing Incentives and Signage



2021 SEASON
**ANNUAL GOLF
MEMBERSHIPS
NOW AVAILABLE!**

\$50 DINING VOUCHER

This voucher is good for:

- \$50 credit toward food and beverage (restaurant or bar only)
- Voucher must be presented to server.
- Voucher must be used in one visit. No change will be given.
- Voucher expires November 18, 2021

Please complete when redeeming.

Name _____ Email _____

*Please tip your server on the full amount of your check.

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



**2021 Season
Golf Memberships**



RESTAURANT

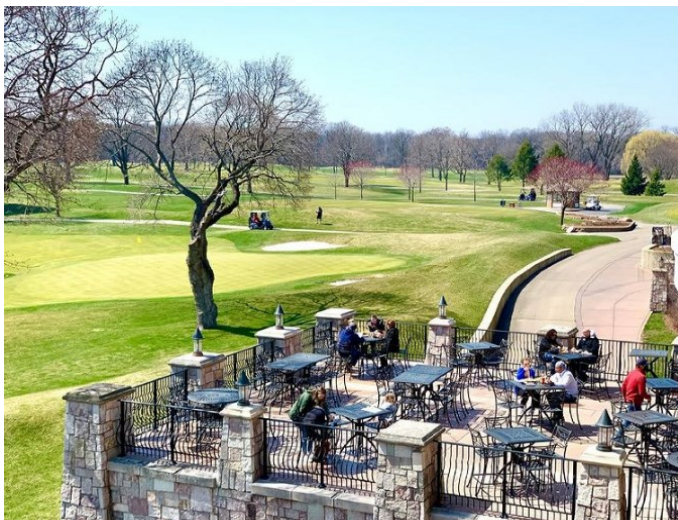
RESTAURANT MENUS

The menu went through several iterations this year in response to climbing food costs, labor availability, inventory shortages, and Covid restrictions. Upon reopening in January, Chef Eric and his team introduced menu items such as the Nashville Hot Chicken Sandwich, the Doppelgänger Burger, and the Roast Chicken Carbonara Risotto. As the year progressed, Chef introduced items such as Maryland Style Crab Cakes, Mahi Mahi Tacos, and the hugely popular Lobstah Roll. He also introduced specials such as Fried Duck and Waffles, Pan Seared Sea Scallops and Soft-Shell Crab while in season. Updated iterations of our wine list, specialty cocktails, and locally roasted Sweet Home Chicago Blend Coffee from Two Brothers Coffee Roasters were introduced. Not to be outdone, the bar introduced our house brand of Arrowhead Vodka, distilled, and bottled by Two Brothers Distillery.



OUTDOOR PATIO

The Arrowhead patio continues to be a highly sought-after destination for enjoying delicious food, refreshing cocktails, and gorgeous views of the golf course. Brought on by Covid restrictions, reservations continued to be a necessity for patio seating in 2021. Guests cooled off with cocktails such as the Mulligan's Mule featuring Arrowhead Vodka and locally made Windmill Ginger Brew in seasonal flavors, the John Daly, the Fairway Cooler featuring gin and apricot with fresh mint, and the Pink Lemon Drop Martini, featuring Pink Whitney Pink Lemonade Vodka. The weather cooperated with us this year and allowed us to generate nearly half a million in sales on the patio – Food: \$284,507 & Beverage: \$187,317.



RESTAURANT FOOD AND BEVERAGE SALES

	Number of Orders	Percentage of Orders	Total Dollars	Percentage of Dollars
Starters	14,828	16%	\$174,249	15%
Soups and Salads	17,921	19%	\$177,994	15%
Sandwiches & Burgers	40,354	43%	\$564,525	48%
Entrees	8,601	9%	\$170,346	14%
Sides	6,648	7%	\$16,056	1%
Desserts	3,212	3%	\$20,482	2%
Breakfast	796	1%	\$4,888	1%
Prime Rib	1813	2%	\$45,346	4%
Totals	94,173	100%	\$1,1763,886	100%



Alcohol Sales	Number Sales	Dollars Sales	Percentage of Dollars Sold
Draft Beer	38,455	\$236,887	31%
Liquor	24,270	\$228,643	29%
Wine by the Glass	15,806	\$145,510	19%
Beer-Bottle	15,720	\$77,955	10%
Wine by the Bottle	1,569	\$36,877	5%
Soft Drinks	20,932	\$49,335	6%
TOTALS	116,752	\$775,207	100%



HALFWAY HOUSE TROLLEY AND BEVERAGE

The Halfway House had a record-breaking year with the number of golfers enjoying the beautiful playing conditions at Arrowhead Golf Club. The bevcarts and Trolley offered an expanded menu of craft beers and cocktails to meet our guests' needs. We continued to offer limited foodservice from the restaurant on the Halfway House Patio, where many golfers enjoyed a burger and beer after their round.

	2021 Number Sold	2021 Dollars Sold	2020 Number Sold	2020 Dollars Sold	2019 Number Sold	2019 Dollars Sold
Soft Drinks	19,119	\$57,725	18,280	\$54,937	14,477	\$43,628
Food Sales	19,841	\$61,186	12,303	\$46,365	12,513	\$49,445
Liquor	10,119	\$76,091	8,830	\$66,451	7,304	\$46,539
Beer, Domestic/ Craft	44,354	\$218,206	30,326	\$208,662	24,159	\$145,428
Sundries (aspirin/ lotion)	578	\$7,642	588	\$6,763	630	\$5,817
TOTALS	94,011	\$420,850	70,327	\$383,178	59,083	\$290,857



OPENTABLE RESERVATIONS

Arrowhead continues to use OpenTable as the restaurant's electronic reservation system. Guests are able to make reservations over the phone. or online, receive text updates on the status of their reservations and leave a review after the meal. In 2021 there were 61,793 guests that dined at Arrowhead and 44% were visiting for the first time.

★★★★★ · Dined on December 29, 2021

Overall 5 · Food 5 · Service 5 · Ambiance 5

We had a wonderful luncheon and we're pleased with the wait staff and wonderful food. Thank you!

★★★★★ Dined on March 26, 2021

Overall 5 · food 5 · service 5 · ambience 5

The food and service was great! So nice to be back to this bar enjoying the beautiful view of the course.

★★★★★ Dined on June 8, 2021

Overall 5 · food 5 · service 5 · ambience 5

Highly recommended - always good food, wonderful atmosphere, and good service.

Overall ratings and reviews

Reviews can only be made by diners who have eaten at this restaurant

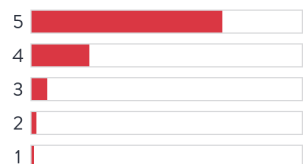
★★★★★ 4.6 based on recent ratings

4.5	4.6	4.5	4.5
Food	Service	Ambience	Value

Noise • Moderate

Loved For ⓘ

West Suburbs
Scenic View



RESTAURANT EVENTS



Valentine's Day Executive Chef Eric McBride dazzled guests with his \$70 four course dinner for two over Valentine's Weekend. Featuring Shrimp Cocktail, Raspberry Almond Salad, Chateaubriand and Mahi-Mahi with Crab Scampi, couples had the option of adding exclusive wines to their package for a complete experience.

Mardi Gras always a popular season at Arrowhead, this year's menu featured Chicken & Andouille Sausage Gumbo, Shrimp Po' Boys and Jambalaya!

Thanksgiving Chef Eric and the culinary team prepared a traditional Thanksgiving feast for over 300 guests this year which was hosted in the restaurant. Featuring classic roast turkey, sage sausage dressing, poached yams and pumpkin pie, the turkey wasn't the only one stuffed at this event!

Burger Monday by popular demand this promotion returned for January and February of 2021. Guests enjoyed \$6.95 cheeseburgers and \$2.50 domestic beer pints.

Chef's Specials The Prime Rib offering has expanded to both Friday and Saturday year-round. In fact, guests phone ahead to reserve their cut in case we run out.

Rewards Program frequent diners' program that pays 3% back to our customers on all F&B purchases. We have currently over 100 people signed up. Members enjoy earning points and redeeming them for \$\$ on future visits.

Oktoberfest stays incredibly popular as chef's menu offers authentic and delicious German- Bavarian food. During this time, we also offered multiple Oktoberfest style beers, domestic and imported.

New Wine List in 2021 the restaurant management team coordinated with vendors to develop a more accessible wine list for our guests. Lowering price points and improving brand recognition on the wine list has helped us increase glass and bottle sales

Fundraisers In 2021 we hosted two fundraising events in partnership with Infant Welfare Society. Guests were able to participate whether they dined in or ordered carryout

Lucky Lunch Box annual promotion that allows patrons to participate in fun raffles for free prizes. It gives AGC an opportunity to collect additional contact information and expand our email database to use for future promotions

St. Patrick's Day menu offered corned beef and cabbage, Irish Nachos and Shepherd's Pie. Along with green beer on draft to wash it down.

Delivery Service Uber Eats, Door Dash, and Grub Hub continue to supplement our sales, especially during inclement weather.

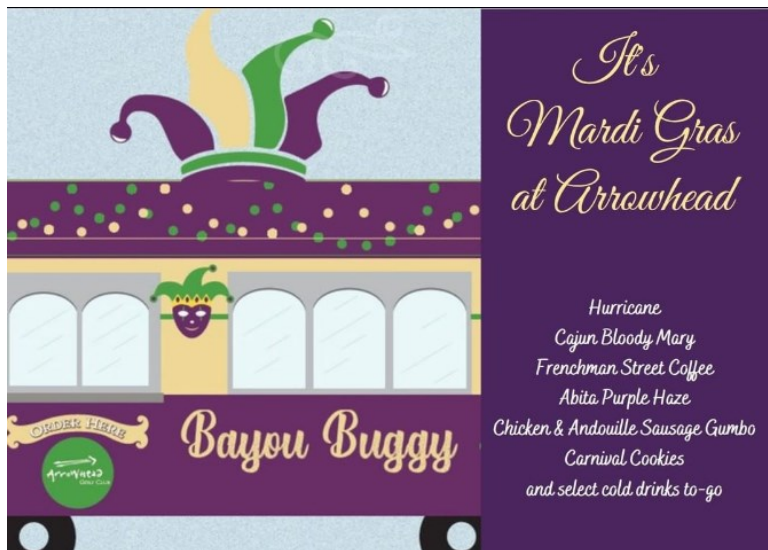
Ugly Sweater Night on December 18 we welcomed back Bandaroke for our annual Ugly Sweater Party in the Arrowhead Bar. Guests danced to live music and prizes were awarded for 'ugliest sweater'.

Holiday Gift Wrapping was a huge success with many comments from guests about what a unique and thoughtful service we offered. Guests received complimentary gift wrapping while they dined (with a minimum purchase) and donations were collected benefitting the Museum.



BAYOU BUGGY

In January 2021, the Holly Jolly Trolley transformed into the Bayou Buggy, selling chicken and andouille sausage gumbo, Hurricanes, Cajun bloody mary's, Frenchman Street coffee and more goodies around the firepits in Arrowhead's parking lot. Unfortunately, frigid temperatures cut the Buggy's time short, but while it lasted, guests enjoyed coming out for the festive drinks and seeing the purple, green, and yellow lights decorating the trolley.



BLITZEN'S BAR



This year for the holidays visitors were transported to the North Pole in our over-the-top holiday themed pop-up bar, Blitzen's. Featuring ornaments, garland, lights, Christmas music, themed cocktails and loads of cheer, guests were able to celebrate the season in a family friendly holiday extravaganza! Open (weather permitting) for most of November and December, Blitzen's was available for general dining as well as rental for private events. In just six weeks, Blitzen's sales added up to \$36,667 when the patio would normally have been closed. The five favorite holiday cocktails this year were: 1. The Yule Mule, 2. The Clausmo, 3. The Grinch, 4. The Snowflake Martini and 5. Glogg. We did Santa proud!

Blitzen's Sales

November 15- December 31

Year	Lunch	Dinner	Total
2021	\$7,217	\$29,450	\$36,667

FOOD AND BEVERAGE WAGE COMPARISON

<u>Sales (Food & Beverage Only)*</u>	2021	2020	2019	2018	2017
Restaurant Food & Beverage Sales	\$2,401,115	\$1,613,659	\$2,567,041	\$2,579,025	\$2,710,018
Banquet Food & Beverage Sales	\$1,439,779	\$328,532	\$1,896,827	\$2,052,018	\$2,212,281
Total Food & Beverage Sales	\$3,840,894	\$1,942,191	\$4,463,868	\$4,631,043	\$4,922,299
*excludes premium service, room charges, addl. service fees, etc.					
<u>Banquet</u>	2021	2020	2019	2018	2017
Banquet Servers	\$126,967.58	\$35,045	\$68,344	\$90,509	\$97,313
Banquet Bartenders	\$10,862.56	\$2,019	\$4,545	\$2,400	\$4,806
Sales Asst.	\$15,941.33	\$14,072	\$42,201	\$38,030	\$32,438
Houseman	\$21,085.31	\$12,955	\$40,643	\$56,847	\$50,406
Total Banquet Part-Time Labor	\$174,856.78	\$64,091	\$155,733	\$187,786	\$184,963
Part-Time Bqts Labor % from Total Bqts F & B Sales	12.14%	19.51%	8.21%	9.15%	8.36%
Banquet Full-Time Labor Salaries*	\$215,999.90	\$213,610	\$211,034	\$285,184	\$284,333
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	15.00%	65.02%	4.73%	13.90%	12.85%
*Includes F & B Director (Salary split equally Bqts & Rest)					
<u>Restaurant Front House</u>	2021	2020	2019	2018	2017
Restaurant Servers	\$94,948.73	\$75,172	\$99,765	\$108,766	\$114,610
Restaurant Bartenders	\$7,771.92	\$24,436	\$19,559	\$19,427	\$14,200
Restaurant Host/Hostess	\$32,387.12	\$21,802	\$45,576	\$35,485	\$31,540
Restaurant Busser/Runner	\$34,958.20	\$37,156	\$69,094	\$64,931	\$59,792
Restaurant Office	\$0.00	0	0	0	\$15,181
Total Restaurant Part-Time Labor	\$170,065.97	\$158,566	\$233,994	\$228,609	\$235,323
Part-Time Restaurant Labor % from Total Rest F&B Sales	7.08%	9.83%	9.12%	8.86%	8.68%
Restaurant Full-Time Labor Salaries*	\$156,608.19	\$167,395	\$229,475	\$216,052	\$212,527
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	6.52%	10.37%	8.94%	8.38%	7.84%
*Includes F & B Director (Salary split equally Bqts. & Rest)					
<u>Kitchen</u>	2021	2020	2019	2018	2017
Dishwasher (includes Contractual fees, see below*)	\$81,402.23	\$62,995	\$172,150	\$216,115	\$238,900
Line Cooks	\$114,461.00	\$168,833	\$348,897	\$357,098	\$391,545
Prep Cooks	\$73,185.27	\$38,207	\$50,100	\$58,466	\$25,842
Total Part-Time Kitchen Labor	\$269,048.50	\$270,035	\$571,147	\$631,679	\$656,287
Part-Time Kitchen Labor % from Total F & B Sales	7.00%	13.90%	12.79%	13.64%	13.33%
Kitchen Full-Time Labor Salaries	\$225,121.06	\$170,269	\$272,546	\$244,660	\$282,003
Full-time Kitchen Labor % from Total F & B Sales	5.86%	8.77%	6.11%	5.28%	5.73%
Overall Part-Time Labor	\$613,971	\$492,692	\$960,874	\$1,048,074	\$1,076,573
Part-Time Labor % from Total F & B Sales	15.99%	25.37%	21.52%	22.63%	21.87%
Overall Full Time Labor	\$597,729	\$551,274	\$713,055	\$745,896	\$778,863
Overall Full-Time Labor % from Total F & B Sales	15.56%	28.38%	15.97%	16.11%	15.82%

2021 Arrowhead Collage Restaurant Marketing Print & Web Ads



WE'RE HIRING ALL POSITIONS



2021 Arrowhead Collage Restaurant Marketing Signage and Table Tents



2021 Arrowhead Collage Restaurant Marketing Signage and Table Tents



Valentine's Menu

Available Friday, February 12-Sunday, February 14
(peak or no reservation)

RASPBERRY ALMOND SALAD
Dillweed baby lettuce, cucumber, raspberries, toasted almonds, raspberry vinaigrette
\$5.95

SHRIMP COCKTAIL
Jumbo shrimp, tangy horseradish cocktail
\$5.95

CHATEAUBRAND
Roasted beef tenderloin, caramelized onion, butter poached shrimp skewers, potato purée, grilled asparagus
\$5.95

MEAT: MEAT CLUB SCAMPI
Grilled mahi mahi, crab cocktail, house blend, sautéed spinach, roasted potatoes, bacon onion
\$5.95

SHRIMP SCAMPI
Baked pasta, shrimp, beef, tomato, butter, garden tomato, parmesan and garlic
\$5.95

DINNER FOR TWO
Choice of Raspberry-Almond Salad or Tomato Skopje
Shrimp Cocktail (to share)
Choice of Two Entrees
NY Style Cheesecake with Strawberry Sauce (to share)
70 per couple

DINNER FOR TWO PLUS WINE
Choice Jordan Chardonnay or Stage Leap Cabernet
100 per couple

*Reservations are required for dinner.
For menus, please visit us at night recommended.



Outdoor Mardi Gras Fun

Just Outside!

Open Wednesday, plus
Monday, February 15
and Tuesday, February 16

Drinks, Food & Fun



ST. PATRICK'S DAY MENU
Irish recipes and drink special!

march 12-17

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

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

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

Guinness Draught Pints \$4
Green Miller Lite Pints \$3
(while it lasts)

arrowheadgolfclub.org | Arrowhead Golf Club



**Happy
Easter
DINNER**

Sunday, April 4

Dine-in and To-go Menu Options

To-go orders due by April 2
Restaurant opens at 11A on Easter Sunday
Reservations Required

arrowheadgolfclub.org



**MOTHER'S DAY
BRUNCH MENU**

Sunday, May 9 | Seatings at 12P & 3P

Bread and Pastry Station
Bacon / Biscuits / Breakfast potatoes / Strawberry / Lemon
Waffles with maple syrup / Vegetables / Omelette / Breakfast eggs
Biscuits and gravy / Cheese omelette
Pasta / Beef / Chicken / Turkey / Pork / Lamb / Veal / Chicken / Turkey / Pork / Lamb / Veal / Chicken / Turkey / Pork / Lamb / Veal

Seafood Station
Shrimp cocktail
Grilled salmon, red onion, asparagus, and cream cheese

Salad Station
Grilled asparagus, lemon
Market mix with lemon and garlic dressing
Crispy chicken salad / Caesar salad
Shrimp salad, asparagus, tomatoes, olive, lemon vinaigrette

Savory Station
Shrimp cocktail
Grilled salmon, red onion, asparagus, and cream cheese

Rice Station
Chicken fingers / Rice and cheese / Tater tots

Dessert Station
Peach cobbler / Cake / Pie

Adults: \$20 (Kids 5-12: \$10) (all inclusive)
Beverages: \$2.00 (Beverages: \$2.00)
For reservations, call 630.553.5800.



New Drinks on the Menu

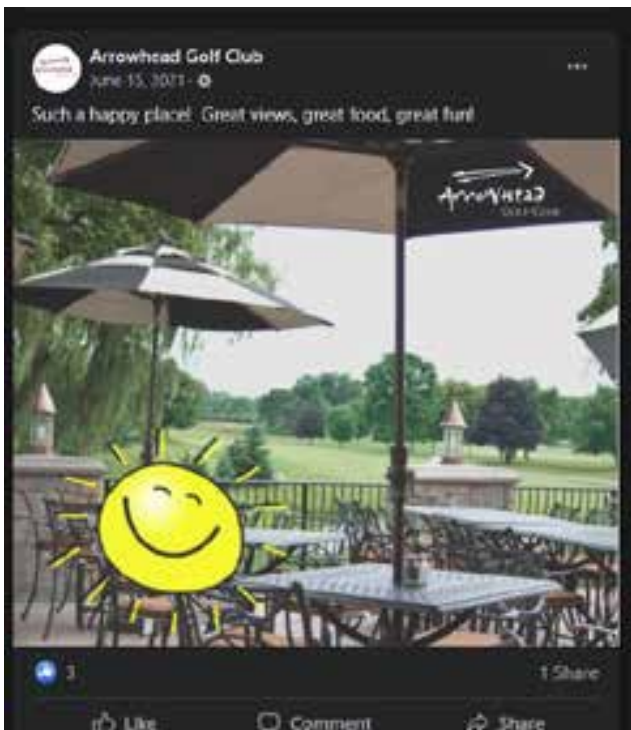
OLD FASHIONED | COSMOPOLITAN
ARROWHEAD MANHATTAN | MAPLE WALNUT OLD FASHIONED
OAXACAN OLD FASHIONED | PINK LEMON DROP MARTINI
THE DUDE ABIDES | MULLIGAN'S MULE

Two Brothers Artisan Coffee & Teas

Watch for Summer Cocktails coming soon!

Cheers!

2021 Arrowhead Collage Restaurant Marketing Social Media & E-blast



2021 Arrowhead Collage Restaurant Marketing Print and Web Ads



Arrowhead
GOLF CLUB

Enjoy a meal after you golf!
Make your reservation now
at [opentable.com](https://www.opentable.com) or 630.510.5070.



WE'RE HIRING ALL POSITIONS



2021 Arrowhead Collage Restaurant Marketing Eblasts

View All on Family Site (Email) 5,700 x 0

View Image 2300 x 0



Restaurant & Bar Golf Weddings & Events

WE ARE HERE FOR YOU!

THANK YOU FOR BEING THERE FOR US!

Our staff is dedicated and will continue to provide the best in dining, outdoor recreation, and private event spaces while adhering to state guidelines for the health and safety of you, our valued customers, and friends.

We will remain committed and passionate about the food that we prepare and the variety of menu options.

At this time, we are currently only able to offer take out and delivery. We hope you will choose Arrowhead when making plans on what to order for lunch or where to pick up dinner for the family.

To view the winter menu and schedule an order for delivery, visit arrowheadcollage.com and choose from Uber Eats, Grub Hub, or Door Dash delivery. Place take out orders at 630.510.5070.

The outdoor trolley will continue to be open for drinks and treats on Fridays & Saturdays from 3 to 8P and Sundays from 2 to 6P through the winter. If you enjoy cross country skiing, visit our [skiing page](http://skiingpage.com), which provides information about reservations, rentals, and trail conditions.

Thank you for sticking with us. We look forward to when we can reconnect with all of you!

Check out some of our upcoming specials and featured menu items listed below:



Specials

Mardi Gras has begun and will start with our popular **Shrimp Po'Boy Sandwich** special. This sandwich features cornmeal-crusted fresh Gulf shrimp drizzled with housemade remoulade, set on a bed of shredded lettuce and ripe tomato, and served on a toasted French roll with a heaping side of Cajun fries for only \$14.00. Watch for more Mardi Gras menu items like jambalaya and jambalaya coming soon.

Family Size Meals to-go feature the **Country Fried Chicken Dinner**: four hand-breaded fried chicken breasts over creamy whipped potatoes with country white gravy, or the **Biscuits Meatballs with Linguine**, chef's risotto meatballs topped with homemade marinara sauce and parmesan. Both meals serve four for only \$39.95.

All specials are available for takeout at 630.510.5070 or delivery at arrowheadcollage.com.

Events

Planning a wedding or shower, we would love to plan the event of your dreams! View our [wedding page](http://weddingpage.com) or contact Lauren or Alexa at events@arrowheadcollage.com to get things started!




Lauren Thompson
Event Coordinator

Alexa Thompson
Event Coordinator

Facebook Twitter Instagram

Free Kids Meals from Arrowhead Golf Club Restaurant
(in Arrowhead Collage February 10 & 17)

create discover play.

Margie Withers
(Director of Marketing, Whistler Park School)
630-610-4888 | margie@whistlerschool.org

TAKE-OUT Kids Eat Free

COURTESY OF **SMILE DOCTORS**
Feb 10 - 17, 2021

Free Kids Meals from Arrowhead Golf Club February 10 & 17, Courtesy of Local Business

Whistler, IL. As state guidelines continue to limit the capacity of businesses dining, local Whistler businesses are doing their part to build families and to support a local restaurant. On two nights this February, families who order take-out from Arrowhead Golf Club (28411 Butterfield Rd, Wheeling) will get up to two kids' meals free for each adult entrée purchased. The business, Smile Doctors Bravery by Dr. David J. Allen in Whistler will be picking up the bill for these meals.

"It is about supporting local, both our businesses and families," says Office Manager, Jesse Anderson, of Smile Doctors. Anderson has lots of her own and so when this concept was presented, she said it was a win-win. Families can mark their calendars for two nights of free kids' meals, February 10 and 17. Pre-orders can be placed by phone up to 48 hours in advance at 630-610-5070 or orders can be placed the day of, between the hours of 4-8P at the restaurant's mainline, 630-610-0000. Smiles' kids' meal selections will be offered and include a choice of fries, later tots, or green beans.

The Arrowhead Golf Club Restaurant has picked this and again this past year and its menu continues to offer a great mix of high-end tap and comfort foods along with their new Family Style To-Go. Adults can enjoy the Nashville Hot Chicken Sandwich or the long-time community favorite BBQ Salmon, also assisted spinach and risotto. "Variety is important, but these times have forced us to focus on what we do best. We are lucky to have a great team and Chef Eric McBride, who are working hard to make sure our entire Arrowhead family gets through this challenging year. We are grateful for the community's continued support," says Food & Beverage Director, Russ Hillard.

The full menu can be found on their website at arrowheadcollage.com. For more information on this promotion and the weekly food specials offered by the restaurant follow them on Facebook or Instagram.





Facebook Twitter Instagram

View Image 2300 x 0



Restaurant & Bar Golf Weddings & Events

Specials & News



NEW Fall Hours

Restaurant & Bar
Monday-Thursday 11AM-10PM
Friday & Saturday 11AM-11PM
Takeout & Delivery Available

Golf Course & Pro Shop
Open Daily 9AM-6PM
Spring Hours: 9AM-6PM
www.arrowheadcollage.com



Oktoberfest Menu

September 24-October 4
Featuring Munich Style Porky Potatoes, German Sausages, Pilsner Beer, and Apple Wood Smoked Pork Knobs and more! (Limited Availability)



Thanksgiving Dinner

Reservations Requested & Accepted! Starting October 1!
We will be offering a Thanksgiving Potluck Dinner at our restaurant. Each table will be for the full menu at www.arrowheadcollage.com.



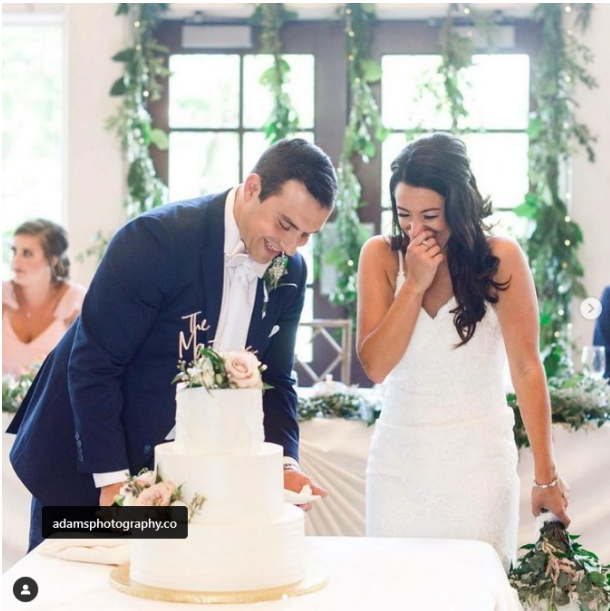
Join Our Team

Now Hiring
Arrowhead Golf Club is currently looking for spring, fall, and part-time positions. For more information, please visit www.arrowheadcollage.com.

630-610-5070



Facebook Twitter Instagram



BANQUETS

BANQUETS AND EVENTS

When restrictions were lifted in May, it was 'game on' for the Arrowhead Banquets team! We welcomed the return of larger events, weddings, corporate or social functions. Despite staffing shortages, we filled the calendar with as many events as we could book. We were finally able to host the events that were forced to reschedule from 2020. By making better use of outdoor areas for events, ceremonies, and cocktail hours, we were able to provide 5-star service while calming our guests fears of indoor close contact.

In all, Arrowhead hosted 68 weddings in 2021. We are looking forward to the return of those clients who chose to reschedule for 2022.



2021 Events Categorized by Type and Volume :

	Corporate	Social	Wedding	WPD	Golf	Monthly Totals
Jan	1	0	0	0	0	1
Feb	1	3	1	0	0	5
Mar	2	7	1	0	0	10
Apr	9	22	2	1	0	34
May	11	32	5	1	1	50
June	15	33	9	0	7	64
July	8	24	13	1	8	54
Aug	8	19	11	0	9	47
Sep	9	10	8	2	16	45
Oct	8	13	10	1	2	34
Nov	11	20	3	1	1	26
Dec	20	12	5	1	0	38
Totals	103	195	68	8	44	418



WEDDING CEREMONIES

As we have seen in years past, the trend to have ceremonies at Arrowhead increased throughout 2021. For many couples, the outside ceremony space is their first choice and they find comfort in knowing we have a beautiful indoor space as back up. Three couples who had already booked their reception at another location, came to Arrowhead just to have their ceremony. Staff hosted 36 outdoor ceremonies and 5 indoor.



	Ceremonies at Arrowhead			
	2021	2020	2019	2018
Outdoor	36	8	18	15
Indoor	5	2	9	7

OUTDOOR EVENT SPACE

Guests were eager to utilize the Terrace this year in an effort to keep the members of their party feel safe while celebrating in an outdoor space. A full service bar & passed appetizers were served as partygoers enjoyed panoramic views of the golf course under the newly added bistro string lighting draped overhead. We hosted 6 outdoor wedding cocktail hours and 2 golf outing receptions.



BANQUET HOSTED EVENTS

Spring Fling & Wedding Rings

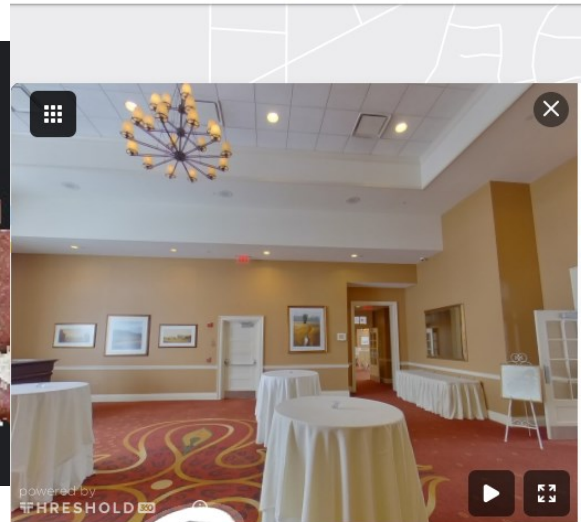
The banquets team hosted their annual wedding showcase, Spring Flings & Wedding Rings on April 23, from 5-9 pm. With the restrictions that were in place of gatherings for 50 people or less, guests had to purchase timed tickets to attend, which is something we've never had to do before. Many vendors were also scaling back attending showcases such as these, so attendance overall was lower than in previous years, but those who did attend, had a great time. Couples always appreciate the inspiration the showcase brings and many brought the showcase inspiration to their wedding day with upgraded linens, napkins, charger plates, and ceiling drapery.



VIRTUAL TOURS

The banquets team took time to think of new ways to promote Arrowhead and improve their offerings by partnering with DuMore DuPage with a 360 virtual tour of Arrowhead, which can be viewed on Treshold 360. Clients can walk through all the spaces Arrowhead has to offer, including the Pro-Shop, Restaurant, Ceremony Site and Terrace. The virtual tour was increasingly helpful when guests were cautious with in-person tours. It also often helps out-of-town clients view the different rooms and spaces before they host their event at Arrowhead.

TRESHOLD 360 Map



HOLIDAY CATERING

MOTHER'S DAY BRUNCH MENU

Sunday, May 9 | Seatings at 12P & 3P

Breakfast Station

Bacon | Sausage | Breakfast potatoes | Blueberry blintz
Waffles with maple syrup | Vegetable frittata | Scrambled eggs
Biscuits and gravy | Cheese display
Fresh fruit salad with garden mint | Yogurt parfaits

Breads and Pastries Station

Cinnamon sugar donut holes | Chocolate croissants
Petite croissants | Mini danishes | Maple pecan sticky buns

Seafood Station

Shrimp cocktail
Smoked salmon, red onions, capers, mini bagels and cream cheese

Salad Station

Grilled asparagus, lemon
Haricot vert with bacon and gruyere cheese
Caprese of Heirloom tomato and bocconcini mozzarella
Rotini pasta salad | Caesar salad
Shrimp salad, arugula, tomatoes, olive, lemon vinaigrette

Savory Station

Herb roasted chicken
Shrimp rotini pasta with broccoli, parmesan cream and roasted red peppers
Italian Sausage with marinara | Honey glazed salmon
Sliced sirloin of beef with natural jus | Creamy smashed red potatoes
Green beans with lemon butter

Kids Station

Chicken fingers | Mac and cheese | Tater tots

Dessert Station

Petit fours | Cakes | Tortes

In Spring of 2021 with restrictions still going strong, Arrowhead accommodated Easter with to-go orders, much like Thanksgiving of 2020. For \$30 per person, we offered an orange citrus salad, beet salad, bourbon brown mustard glazed ham, crispy brussel sprouts, whipped potatoes, with key lime pie and a crème brulee cheesecake for dessert. Wheaton Residents love Arrowhead's holiday buffets so by Mother's Day we brought back our traditional Mother's Day brunch and accommodated 327 people over 2 seating times.



SALAD (choose one)

ORANGE CITRUS SALAD
mixed greens, medjool dates, orange, watermelon radish, almond orange cinnamon vinaigrette
or
BEET SALAD
red and gold beets, frisee with truffle whipped goat cheese

ENTRÉE

BOURBON-BROWN MUSTARD GLAZED HAM
crispy brussel sprouts with pancetta and parmesan whipped potatoes

DESSERT

choice of key lime pie or crème brulee cheesecake

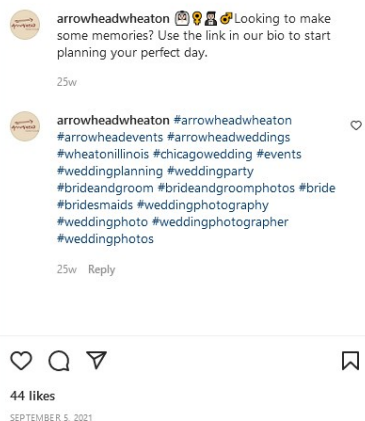
\$30 PER PERSON

To-go orders must be placed by 5P on Friday, April 2.
Schedule your pick-up time when placing your order.
All hot items will be ready to serve.

2021 Arrowhead Collage

Banquet Marketing

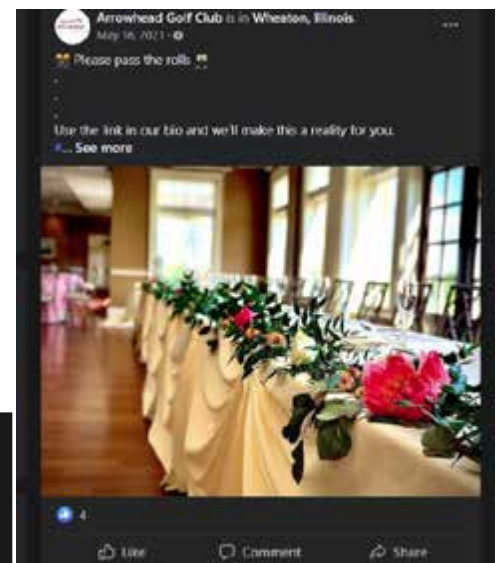
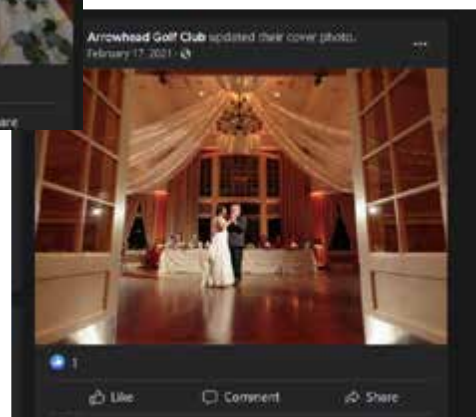
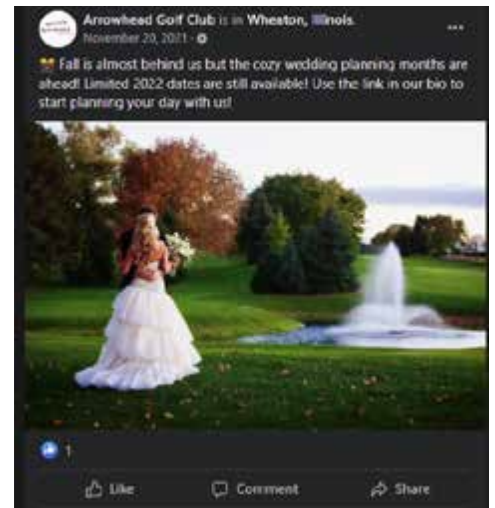
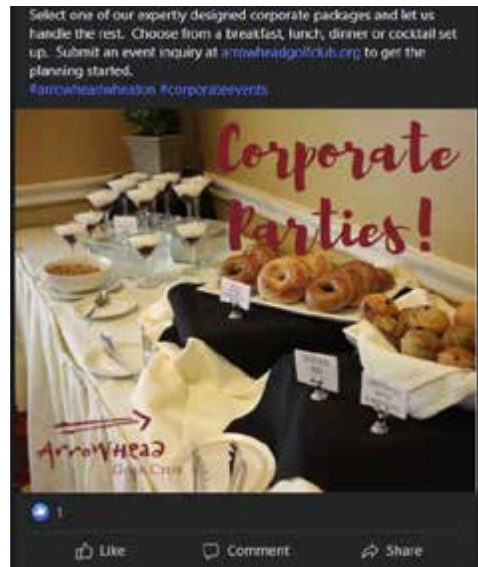
Social Media & E-Blasts



2021 Arrowhead Collage

Banquet Marketing

Social Media & E-Blasts



2021 Arrowhead Collage Banquet Marketing Print and Web Ads



Happily ever after starts here

- Only one wedding per evening
- Spectacular golf course views
- Indoor and outdoor ceremonies
- Intimate outdoor cocktail space
- Impeccable cuisine
- Personal wedding specialist and attentive service

Ask about winter wedding incentives



*Weddings, Social Events
& Corporate Outings*



Visit our Events Office, located near the main entrance.



arrowheadgolfclub.org

FACILITY MARKETING

Promoting golf, events, and the restaurant collectively are essential as each operation has seen overlap in their audiences. Marketing initiatives across all are typically granular in focus and has allowed us to build a large customer base and community audience.

Facebook Page Reach ⓘ

288,444 ↑ 28.7%

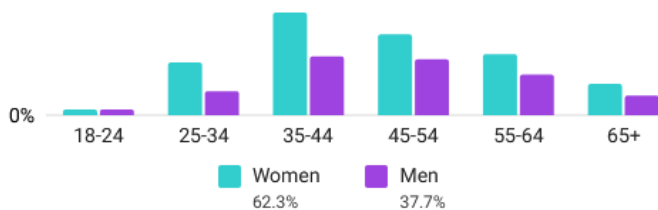


Audience ⓘ

Facebook Page Likes ⓘ

3.3K

Age & Gender ⓘ



Instagram Reach ⓘ

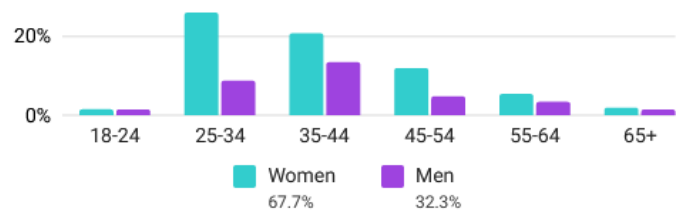
7,429 ↑ 150.4%



Instagram Followers ⓘ

1.4K

Age & Gender ⓘ



Arrowhead's Web Page

Total Users: in 2021: 492,519

Most frequently visited pages:

home page | 191,937
 Menus | 38,819
 Golf Main | 34,907
 Restaurant & Main Bar | 23,014
 Tee Times | 19,361
 Reservations | 18,566
 Golf Rates | 17,943
 Weddings & Social Events | 14,424
 Course/Scorecard | 13,707

Top Ten Referral Sites

Facebook | 1,976
 Narcandmindy | 425
 Wheatonparkdistrict.com | 369
 Yelp | 357
 Cdga.org | 306
 Doscoverdupage.com | 274
 Theknot.com | 195
 AOL Search | 162
 Herecomestheguide.com | 151
 Nextgengolf.org | 77

Top Cities that visited Arrowhead's Social Media Pages

Wheaton 17.3%
 Naperville 6.4%
 Chicago 6.2%
 Glen Ellyn, 3.4%
 Aurora 2.9%
 Warrenville 2.9%
 Winfield 2.1%
 Lisle 1.8%
 Downers Grove 1.7%



BANQUET MARKETING

Our marketing plan and vendor agreements are reviewed on an annual basis. This gives us the opportunity to research on any new opportunities and make updates based on where couples are searching for wedding venues.

We continue to have a presence in the following publications and/or websites.

Chicago Style Weddings
The Knot
Wedding Wire
West Suburban Living Magazine
DuPage Convention & Visitors Bureau
Here Comes the Guide

Through Here Comes the Guide, Arrowhead has received a large increase in referrals. In September, we received a spot on their All Inclusive Venue Page. (pictured below)

All-inclusive Wedding Packages: Illinois

If you want your wedding planning to be as simple as possible, we have two words for you: *All Inclusive*.

Choose from tons of gorgeous, affordable and unique Illinois ceremony and reception locations with all-inclusive wedding packages. See prices, capacity and other information to help you compare wedding venues in Chicago, Naperville and other cities in Illinois. These venues offer 'extras' in their wedding packages that go above and beyond the basics.

Search by [type of wedding venue](#), [region](#) or [other criteria](#). Know what [Questions to Ask a Wedding Venue](#).

featured ...

Chicago



Embassy Suites Chicago Downtown
Magnificent Mile

Wheaton



Arrowhead Golf Club

Bensenville



White Pines Golf Club

Oak Brook



The Oaks at Gibsons Bar and
Steakhouse

HERE COMES THE GUIDE WEB STATISTICS

Arrowhead Golf Club

Here Comes
THE GUIDE

2021 YEAR TO DATE TOTALS

TOTAL PAGE VIEWS

 **1,454**

"Page Views" is the number of times brides and other users viewed your profile page on [HereComesTheGuide.com](#).

TOTAL WEB TRAFFIC LEADS

 **166**

"Web Traffic Leads" is the number of times brides and other users clicked over to your website from [HereComesTheGuide.com](#).

TOTAL EMAIL LEADS

 **55**

"Email Leads" is the number of times brides and other users filled out and submitted the "Get a quote" form on your profile page.

ENGAGEMENT RATE

 **15.2%**

"Engagement Rate" is the total number of Web Traffic Leads + Email Leads divided by Page Views.

MARKETING OVERVIEW

RESTAURANT, BAR, EVENTS

The Arrowhead Restaurant continued to pivot in 2021 to meet staffing and supply chain challenges. The restaurant continued to adhere to all state mandates due to COVID-19 and communicate this to patrons. The menu was adapted to provide a variety of starters, entrees, sandwiches and desserts. In addition, modifications were made to the cocktail and wine lists, which were all well received by customers.

The Halfway house was utilized to offer Mardi Gras Drinks & Treats in February and the patio was tented to provide Blitzen's, an outdoor pop-up bar. Several other special menus were available throughout the year to include St. Patrick's Day, Easter, Mother's Day, Thanksgiving, and New Year's Eve.

Reservations were required for the various special menus and were available through Open Table, our reservation portal. Open Table allows us to learn more about our customer's dining behavior and provides contact information so that we can continue to promote our offerings and invite them back. The customer rating on Open Table continues to be at 4.7 and higher (out of 5).

Consistent marketing across all mediums allows us to hit all of our customer and target markets. This marketing includes email marketing, social media, mobile texts, static and electronic signage, mobile text program and local magazines.

E-mail Marketing

Monthly eblasts are utilized to communicate important facility announcements, restaurant events and specials, golf tournaments or lessons, and wedding and social events. In 2021, 22 eblasts were distributed to our subscriber database. This data base is made up of people who have opted in to receive information about Arrowhead, attended a special event, dined in the restaurant, booked a tee time, held a private event at Arrowhead or perhaps registered for a golf lesson.

Overall, the monthly eblasts received an open rate of 35% and a click through rate of 5%. Additional eblasts were distributed through vendors such as Chicago Style Weddings, Celebration Society, and Golf Illinois.

On-site marketing

Large signs are displayed throughout the facility leading up to events, special restaurant menus and golf promotions. The outdoor electronic sign, posters, and table tents are also utilized.

Yelp

Arrowhead continues to have a presence on Yelp. In 2021, Arrowhead appeared in search results over 106,000 times with more than 4,000 viewing our profile and 1,200 new leads generated. We're continuing to see the largest searches coming from mobile devices, with over 68%.

Mobile Text Campaign

This is utilized to send out facility announcements, specials, events and flash sales. In 2021, we sent a total of 20 texts to 855 subscribers. Our subscriber base grew from 843 in 2020.

Web and Print Advertising

We advertise Arrowhead in a select number of magazines. This includes Golf Chicago, West Suburban Living, Naperville Magazine and Wedding Publications (outlined in the Events Section). Additionally, we have profiles and ads on various websites, including Wheaton Chamber, DuPage Convention & Visitors Bureau, GolfIllinois.com and GolfChicago.com.

ARROWHEAD GIVES BACK –2021

Gift Certificates

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated golf certificates in 2021 to many local causes, most of whom are listed below:

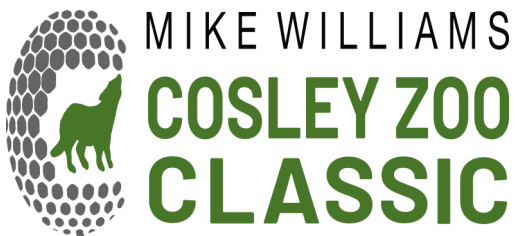
Bartlett Park Foundation
BR Ryall YMCA
Carol Stream Chamber
Carol Stream Rotary
Chicago Police– Officer Fundraiser
Conservation Foundation
Cosley Zoo Classic Golf Outing
Cosley Zoo Uncorked Event
Deerfield Park District
DuPage Care Foundation
DuPage County Farm Foundation
DuPage Foundation
DuPage Legal Aid
DuPage Pads
Edward Foundation
Evangelical Child and Family Agency
Geneva Park District
Glen Ellyn Rotary
Glenview Park Foundation
Hoffman Estates Park District
Illinois Chargers
IPRF
Lion Club Christmas Auction
Lions Club Golf Outing
Marklund

Metropolitan Family Services
Museum Foundation
Naperville Area Humane Society
Off the Street Club
Oswegoland Park Foundation
Paul Fabbri Memorial Golf Outing
Sacred Heart High School– Lombard
Salute Inc. -Fred Hall
Sandburg Elementary
Schaumburg Park District
Schaumburg-Hoffman Rotary
Sharing Connections
St. Michael s
St. Francis High School
Synapse House
Teen Parent Connection
The Myositis Association
WDSRA– Red and Black Bash
WDSRA– Spring Bash
Wheaton Junior Women's Club
Wheaton Police
Wiesbrook Elementary Trivia Night
Winfield Good Old Days
WSSR
Wheaton Warrenville South High School

Fundraising for Cosley Zoo : Wheaton Park District

Cosley Zoo Classic Golf Outing 2021 166 golfers,

Adapted the annual event to meet the Restore Illinois safety guidelines. The socially-distanced event included lunch on the course and low-contact gimmick holes. The regular in-person silent auction was replaced with an online silent auction.



ARROWHEAD GIVES BACK TO THE COMMUNITY

Employing Wheaton Residents

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

Area of Employment	2021 Wages, by Area to Wheaton Residents
Banquets	\$24,951
Bev Cart/Halfway House	\$859
Custodian	\$10,961
Golf Maintenance	\$151,999
Kitchen	\$47,220
Pro Shop	\$176,790
Restaurant	\$116,426
Total	\$529,207

ARROWHEAD GIVES BACK—2021 TOTALS

Donated Meeting Space and Discounts to WPD	\$4,550
Wheaton Warrentville South and Wheaton North High School Golf Teams	\$16,650
Employment	\$529,207
TOTAL Value Arrowhead Gives Back	\$550,407

Wheaton High Schools

Arrowhead continues to be home to the boy's and girl's teams from both Wheaton North and Wheaton Warrentville South. The season started on August 10th with the first home meets taking place on the 18th. There are matches most Mondays through Thursdays through the last week of September with practices taking place after those are done teeing off. Staff works closely with both athletic directors and all four coaches to provide as many opportunities as possible for the teams while keeping times available for the public as well. Our increased outing schedule this year made it a little harder to schedule events but everyone involved cooperated to make everything work for the students.



High School Golf	WWSHS	WWNHS	TOTAL
Rounds	354	313	667
Green Fees	\$6,726	\$5,928	\$12,654
Range Balls	\$2,124	\$1,872	\$ 3,996
Total	\$8,850	\$7,800	\$16,650



FINANCIAL REPORT ARROWHEAD GOLF CLUB

2021 YEAR-TO-YEAR COMPARISON

	2021	2020	2019	2018	2017	Average
Administration						
Revenue	\$20,171	\$109,352	\$110,806	\$66,314	\$54,107	\$72,150
Expense	(\$1,009,051)	(\$903,938)	(\$1,121,722)	(\$1,027,425)	(\$963,201)	(\$1,005,068)
Net	(\$988,881)	(\$794,586)	(\$1,010,916)	(\$961,111)	(\$909,093)	(\$932,917)
Parks Maintenance						
Expense	(\$30,797)	(\$27,061)	(\$29,990)	(\$29,194)	(\$24,814)	(\$28,371)
Net	(\$30,797)	(\$27,061)	(\$29,990)	(\$29,194)	(\$24,814)	(\$28,371)
Pro Shop & Golf Fees						
Revenue	\$3,272,094	\$2,619,040	\$2,163,858	\$2,222,852	\$2,267,229	\$2,509,015
Expense	(\$741,722)	(\$639,918)	(\$645,419)	(\$634,125)	(\$672,905)	(\$666,818)
Net	\$2,530,373	\$1,979,122	\$1,518,439	\$1,558,728	\$1,594,324	\$1,836,197
Golf Maintenance						
Revenue	\$162	\$0	\$6,270	\$5,640	\$1,375	\$3,361
Expense	(\$972,530)	(\$922,682)	(\$985,331)	(\$970,888)	(\$1,090,539)	(\$988,394)
Net	(\$972,368)	(\$922,682)	(\$979,061)	(\$965,248)	(\$1,089,164)	(\$985,705)
Food & Beverage						
Revenue	\$4,291,368	\$2,042,069	\$4,800,910	\$5,024,272	\$5,349,366	\$4,301,597
Expense	(\$3,197,286)	(\$2,385,514)	(\$4,082,417)	(\$4,358,287)	(\$4,433,619)	(\$3,691,425)
Net	\$1,094,083	(\$343,444)	\$718,493	\$665,985	\$915,747	\$610,173
Cross Country Ski						
Revenue	\$39,555	\$1,790	\$9,373	\$12,199		\$15,729
Expense	(\$1,678)	(\$886)	(\$1,786)	(\$857)	(\$837)	(\$1,209)
Net	\$37,877	\$904	\$7,587	\$11,342	(\$837)	\$11,375
ALL						
Revenues	\$7,623,350	\$4,772,251	\$7,091,217	\$7,331,276	\$7,672,077	\$689,034
Expenses	(\$5,953,064)	(\$4,879,999)	(\$6,866,665)	(\$7,020,776)	(\$7,185,915)	(\$6,381,284)
Net	\$1,670,286	(\$107,749)	\$224,552	\$310,502	\$486,162	\$516,751

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

FINANCIAL REPORT ARROWHEAD GOLF CLUB

MONTHLY REVENUE/EXPENSE 2021

	1-Jan	2-Feb	3-Mar	4-Apr	5-May	6-Jun	7-Jul	8-Aug	9-Sep	10-Oct	11-Nov	12-Dec	Grand Total
4-Revenues	\$967	\$111	\$5,021	\$369	\$275	\$413	\$392	\$368	\$11,004	\$365	\$725	\$161	\$20,171
5-Expenses	(\$57,138)	(\$47,853)	(\$101,723)	(\$60,435)	(\$93,055)	(\$93,909)	(\$126,570)	(\$84,501)	(\$99,237)	(\$69,173)	(\$51,953)	(\$123,504)	(\$1,009,051)
000-Administration Total	(\$56,171)	(\$47,742)	(\$96,702)	(\$60,066)	(\$92,780)	(\$93,496)	(\$126,178)	(\$84,133)	(\$88,233)	(\$68,808)	(\$51,228)	(\$123,343)	(\$988,881)
5-Expenses	(\$1,613)	(\$1,525)	(\$2,391)	(\$1,510)	(\$8,989)	(\$2,332)	(\$2,212)	(\$1,440)	(\$2,426)	(\$1,447)	(\$1,876)	(\$3,036)	(\$30,797)
101-Parks Maintenance Total	(\$1,613)	(\$1,525)	(\$2,391)	(\$1,510)	(\$8,989)	(\$2,332)	(\$2,212)	(\$1,440)	(\$2,426)	(\$1,447)	(\$1,876)	(\$3,036)	(\$30,797)
4-Revenues						\$162							\$162
5-Expenses	(\$38,245)	(\$36,230)	(\$73,154)	(\$52,535)	(\$120,362)	(\$110,304)	(\$116,232)	(\$91,906)	(\$99,586)	(\$69,229)	(\$62,145)	(\$102,602)	(\$972,530)
601-Golf Maintenance Total	(\$38,245)	(\$36,230)	(\$73,154)	(\$52,535)	(\$120,362)	(\$110,142)	(\$116,232)	(\$91,906)	(\$99,586)	(\$69,229)	(\$62,145)	(\$102,602)	(\$972,368)
4-Revenues	\$13,066	\$31,048	\$250,163	\$323,554	\$433,209	\$476,477	\$439,953	\$476,219	\$450,317	\$307,441	\$61,362	\$9,285	\$3,272,094
5-Expenses	(\$21,835)	(\$24,303)	(\$30,731)	(\$56,360)	(\$66,674)	(\$105,926)	(\$97,088)	(\$67,690)	(\$104,216)	(\$57,983)	(\$45,589)	(\$63,327)	(\$741,722)
611-Pro Shop/Golf Fees Total	(\$8,769)	\$6,745	\$219,432	\$267,194	\$366,535	\$370,551	\$342,865	\$408,529	\$346,101	\$249,458	\$15,774	(\$54,042)	\$2,530,373
4-Revenues	\$33,083	\$90,479.0	\$132,697.0	\$255,752.0	\$422,730.0	\$588,170.0	\$650,237.0	\$579,721.0	\$507,238.0	\$421,070.0	\$254,856.0	\$355,335.0	\$4,291,368
5-Expenses	(\$67,577)	(\$98,681)	(\$171,653)	(\$198,494)	(\$198,980)	(\$381,737)	(\$388,151)	(\$326,968)	(\$384,806)	(\$315,718)	(\$242,887)	(\$421,634)	(\$3,197,286)
612-Food and Beverage Total	(\$34,494)	(\$8,202)	(\$38,956)	\$57,258	\$223,750	\$206,433	\$262,086	\$252,753	\$122,432	\$105,352	\$11,969	(\$66,299)	\$1,094,083
4-Revenues	\$9,326	\$30,279	(\$50)										\$39,555
5-Expenses	(\$204)	(\$852)	(\$446)	(\$14)	(\$14)	(\$14)	(\$14)	(\$15)	(\$15)	(\$14)	(\$14)	(\$62)	(\$1,678)
613-Cross Country Skiing Total	\$9,122	\$29,427	(\$496)	(\$14)	(\$14)	(\$14)	(\$14)	(\$15)	(\$15)	(\$14)	(\$14)	(\$62)	\$37,877
Grand Total	(\$25,372)	\$21,225	(\$39,452)	\$57,244	\$223,736	\$206,419	\$262,072	\$252,738	\$122,417	\$105,338	\$11,955	(\$66,361)	\$1,670,286

2021



**Arrowhead Golf Club
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Road
Wheaton, IL 60189
630-653-5800**

