



Arrowhead Golf Club Annual Report 2023





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Photos courtesy of: Larry Kmiecik and Matt Nations

ARROWHEAD GOLF CLUB



Clubhouse, Circa 1940



Clubhouse, Circa 1990

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, 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 were completed in 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.



Executive Summary:

Arrowhead Golf Club's 50,000 square foot clubhouse rests on 221 acres in Chicago's western suburbs. The 27-hole championship golf course is surrounded by a forest preserve while also showcasing impressive elevation changes. Golfers get the unique experience of tree lined fairways, as well as views that extend for miles.

The guest experience continues to be our primary focus. Ensuring every patron, client, and staff member that visits us not only leaves satisfied but wants to visit us again. This is at the forefront of our mission. Whether you're golfing on our championship caliber golf course, enjoying dinner at one of the best outdoor dining spaces in the area, or celebrating in our grand ballrooms, it's the staff we employ and empower that provide a truly unforgettable experience.

We are pleased to present the following report of our achievements at Arrowhead Golf Club and hope it serves as a window into how we continue to make a difference in the lives of those in our community.



ARROWHEAD STAFF

ADMINISTRATION



Andy Bendy
Director of Special Facilities

Kim Prazak
Special Facilities Assistant

FOOD & BEVERAGE OPERATIONS



Sean Curry
Food and Beverage Director

RESTAURANT



Nathan Bates
Lead Restaurant Manager

Lucy Vazquez
Restaurant Manager

Matt Heine
Restaurant Manager

GOLF



Bruce Stoller
Director of Golf

Andrew Ogata
Head Golf Professional

Matthew Nations
Head Golf Professional

KITCHEN



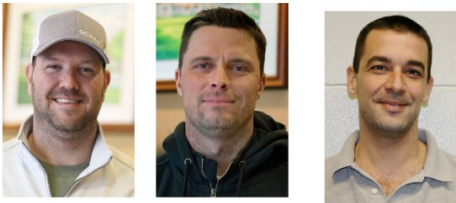
Jon Ramos
Executive Chef

Joe Klipp
Executive Sous Chef

Arturo Martinez
Sous Chef

Javier Ortiz
Kitchen Manager

MAINTENANCE



Justin Kirtland
Golf Course Superintendent

Jason Kahlstorf
Assistant Golf Course Superintendent

Neil DalCerro
Building Engineer

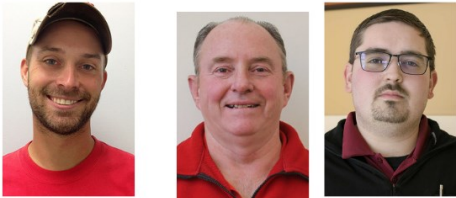
BANQUETS



Lauren Zomparelli
Senior Catering Manager

Olivia Englert
Catering Sales Manager

Aimee Detterbeck
Catering Sales Manager



Tom Day
Assistant Building Engineer

Tim Johnson
Mechanic

Nick Slowinski
Assistant Mechanic



Margarett Harris
Catering Sales Associate

Lois Becker
Senior Catering Sales Associate

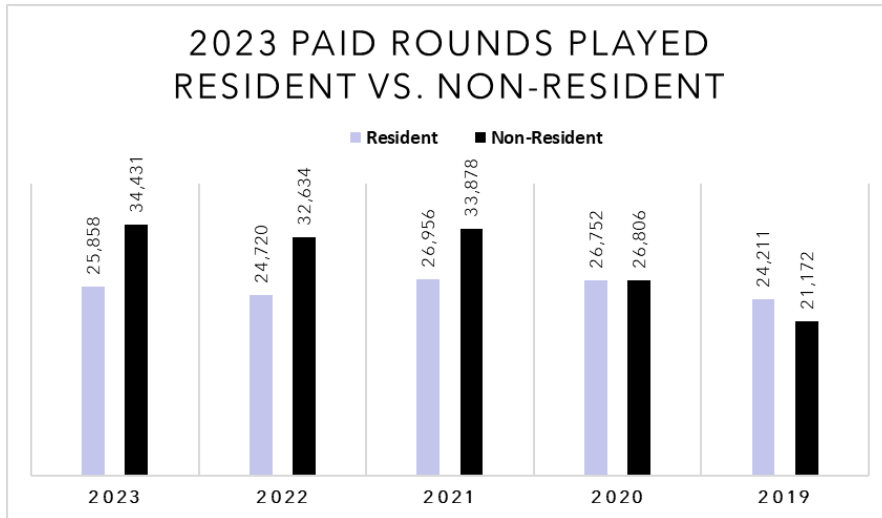
Gabe Coyomani
Operations Manager



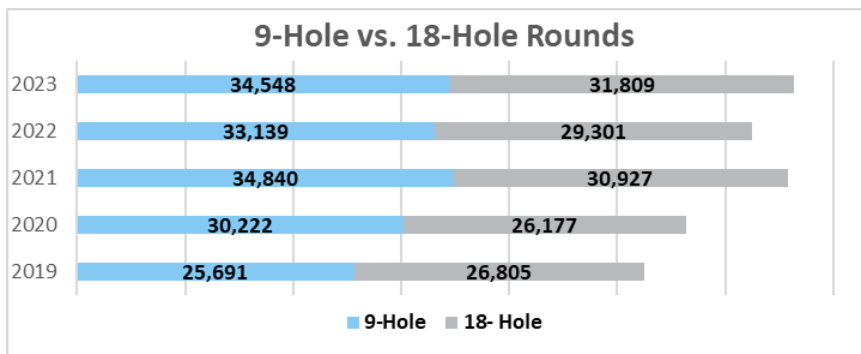
GOLF



ANNUAL PAID ROUNDS

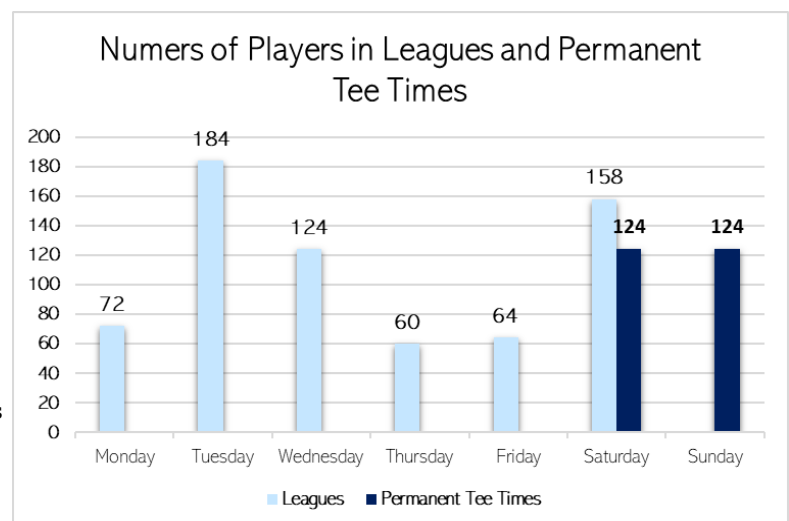


ANNUAL ROUNDS	2023	2022	2021	2020	2019
Total Rounds	66,357	62,440	65,767	56,399	52,496
Change from Previous Year	6.30%	-5.10%	16.60%	7.40%	0.20%



WEEKLY GROUPS

- There were **9** morning leagues that played this year while **8** leagues played on weekday afternoons.
- **79** couples participated in our Saturday afternoon Couples League in 2023 which matched the record setting number from last year.
- **Permanent tee times** played Saturday and Sunday mornings from the last weekend of April through the weekend before Labor Day. Tee times started at 5:30 AM and were completed before 9:00 AM. 124 people played each morning with approximately **80% of them being Wheaton Park District residents**. Permanent tee time holders represent some of our most loyal customers and make up the majority of participants in our special events.



GOLF LESSONS



Lesson programs remained strong in 2023 with over 95 percent of adult and junior group lesson spaces filled.

Private 78 student hours
Adult 325 student hours
Junior 240 student hours

DRIVING RANGE

	2023	2022	2021
Pro Shop Range Sales	\$ 81,233	\$ 66,820	\$ 59,854
Range Machine Sales	\$161,308	\$119,562	\$130,056
Total Sales	\$242,541	\$186,382	\$189,910



MERCHANDISE SALES

	2023 Gross Sales	2022 Gross Sales	2023 Profit Margin	2022 Profit Margin	2023 Profit Dollars	2022 Profit Dollars
Hard Goods	\$11,098	\$12,749	56%	72.3%	\$6,215	\$9,215
Golf Balls	\$81,118	\$77,652	29.2%	28.5%	\$23,682	\$22,106
Soft Goods	\$99,876	\$72,690	39.9%	36.9%	\$39,812	\$26,828
Total Sales	\$192,092	\$163,091	36.3%	35.7%	\$69,709	\$58,149

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

SPECIAL EVENTS AND TOURNAMENTS

Arrowhead hosts a variety of special events throughout the year for the enjoyment of our regular customers and other guests. Following is a summary of these activities:

Club Championship-The annual Club Championship took place on September 9th with 27-holes played on one day. 38 players took part in the championship with winners including Tim Countryman, Steve Tschosik, Bob Frey and Jim Devers.

Kickoff Classic- The event puts two-person teams in an 18-hole best ball scramble. The weather this year was very poor with 20 brave players taking part in the tournament that had to be shortened to 9-holes. Lunch was served at the conclusion of play.

3-Person Scramble- This continues to be our most popular event of the season with 54 players competing this year. It is a handicapped event which puts three person teams against each other in a scramble format and concludes with lunch.

Brutal Cup- This modified alternate shot event saw 28 players battle it out in our last tournament of the season. Temperatures topped out at 60 degrees for the second year in a row as some players even dressed in shorts. The event concluded with a buffet lunch and drinks in the Champions Room.

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 Cantigny won this year but, as always, the chefs from Arrowhead were victorious.

Stars vs. Shields is a two-day event squaring the New York Police Department against the Chicago Police Department in a charity golf outing. The host site alternates each year between Chicago & New York. Bethpage was the host site in 2022 while Arrowhead hosted it in 2023. The event was very well received and had coverage on the Golf Channel.

Arrowhead was the host site for the championship rounds of the CDGA Tour Edge Trifecta Series, a summer-long qualifier series with men's & women's divisions. The event had 96 golfers in the men's division and 24 in the women's division. Arrowhead will be the host site once again for the championship in 2024.

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



GOLF OUTINGS

Golf outings continued to be an important part of our business in 2023. These events expose the facility to a large number of people who might not otherwise visit Arrowhead, while providing a financial boost to the events department on days that might not otherwise be booked.

The golf outing season spanned 20 weeks from May into October. We hosted 19 large events (100+) of which four used all 27-holes. There were also 13 mid-sized outings (50-99) and 11 small events (under 50) that included some form of food and beverage package.

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. All of these groups provide revenue to the facility and can account for the vast majority of business if the weather is less than ideal on the day they are booked.



CROSS COUNTRY SKIING

The golf course stays busy even during the winter months when conditions allow us to groom trails without damaging turf. Cross country trails provide skiers of all ability levels an opportunity to enjoy the beautiful scenery while spending time outdoors. Guests that own their own equipment can hit the trails free of charge while those that don't can rent boots, skis, & poles on site.

We started taking reservations for the first time during COVID and received such positive feedback that the practice has continued. Six people every 10 minutes hit the sweet spot for reservations and made it possible to service customers with minimal wait times.

We sold 178 rentals in eight days of skiing resulting in revenue of \$4,172. This was the fourth fewest ski days we have seen in the last 15 years.



METEOROLOGICAL CONDITIONS

Days Closed in 2023:

There were **three 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. This equals the long term average for the period of time.



Meteorological Conditions for 2023:

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

- January:** The cloudiest January on record with only 18% of possible sunshine. Otherwise, warmer and drier than normal.
- February:** Twice the amount of average precipitation with 21 of 28 days registering highs above normal and nine days in the 50s.
- March:** Twice the normal precipitation and less than a third of the expected snowfall.
- April:** A warm and dry month that ushered in the start of a three month dry spell in our area.
- May:** The fourth driest May on record with only 16% of expected precipitation.
- June:** Another dry month with only 32% of normal rainfall as the area moved into the "Severe Drought" stage.
- July:** The seventh wettest July in history helped to end our drought. A storm clipped the north west corner of the golf course, took down six trees and left many limbs down.
- August:** Two days topped 100 degrees as we saw our hottest temperatures since 2012. Another very dry month with only 31% of normal rainfall.
- September:** Statistically a very average month with 11 days at the end of the month with above normal temperatures.
- October:** 10 days of impactful precipitation, a record high temperature on the 24th and the eighth Halloween ever with snow.
- November:** Only 35% of normal precipitation.
- December:** The third warmest on record as well as the third least snowy. We also saw the second warmest Christmas since 1871.
- The long term average for meaningful precipitation in our area has been 68 days per year. There were only 58 such days in 2023 although over 43% (25) of them occurred outside of the May through September window considered the meat of the season.
 - Meteorologic winter (December-February) finished as the sixth warmest, fourth wettest and sixth least snowy on record.
 - Meteorological autumn (September–November) saw temperatures more than two degrees above normal with precipitation down 30% from the 30 year average.
 - Total precipitation in 2023 was 4.1 inches (11%) below normal while snowfall was down 18.6 inches (48%)

GOLF COURSE PROJECTS

The middle tee box on number six South was enlarged to expand the hitting area and reduce the impact of divots.

A new fountain was purchased and installed in the pond behind the clubhouse, and replaced one that had originally been purchased in 2002

Islands in the parking lot were leveled and sodded .

Repairs to the irrigation system throughout the year included damaged irrigation satellites that had limited our ability to deliver water to three holes, and the leveling of a large number of irrigation heads. The PM pump that maintains pressure to the entire system was replaced after failing in July.

Clean up from storm damage included the removal of six trees that were uprooted and a large number of limbs that were knocked down.

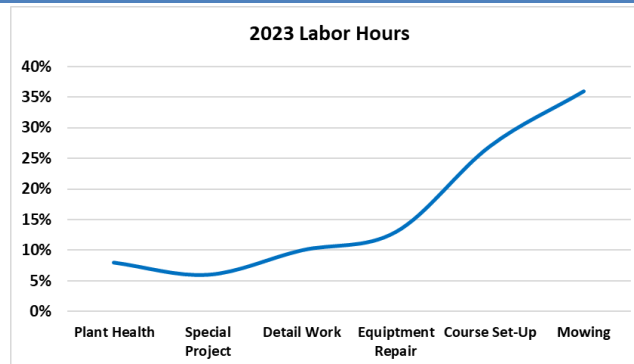
Areas that were disturbed during the annual cart path repairs were brought to grade and new sod was installed.

Golf Course Projects	2023	2022	2021	2020	2019	TOTAL
Renovation Expenses	\$83,900	\$378,569	\$61,456	\$380,775	\$52,416	\$957,116
Capital Equipment Purchase	\$146,443	\$158,687	\$0	\$0	\$158,057	\$463,187

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
2023	\$1,422
2022	\$2,618
2021	\$3,445
2020	\$5,770
2019	\$4,982



	Chemicals and Fertilizers
2023	\$191,212
2022	\$164,372
2021	\$162,025
2020	\$152,229
2019	\$141,627

GOLF COURSE LABOR COMPARISON

Pro Shop Wage Comparison

	PT Wages	FT Wages	Total
2023	\$232,093	\$190,493	\$422,586
2022	\$188,344	\$180,587	\$368,931
2021	\$180,371	\$172,315	\$352,686
2020	\$123,407	\$153,710	\$277,117
2019	\$123,721	\$160,308	\$284,029

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. The increase in part-time wages is due to the continued annual increase of the minimum wages and the increased number of rounds played this season.

Pro Shop staff is responsible for taking tee times, checking in guests, assisting with merchandise sales, displays 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.



AUDUBON SANCTUARY PROGRAM

Recertification is required every three years to maintain the designation and 2023 saw the Arrowhead team complete all requirements for our first recertification.

We will look to continue educating the public about our efforts in regards 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.

Daily Herald front page article on the Audubon Certification process feature Arrowhead and Justin Kirtland.



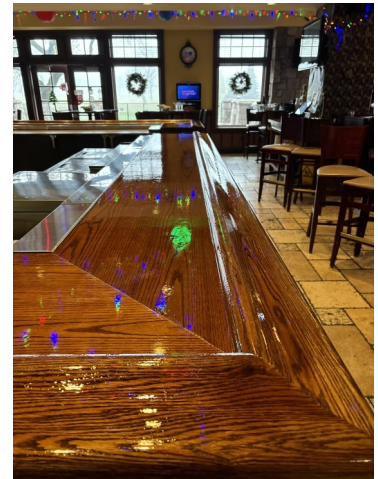
News

Can golf courses be sustainable? Some in the suburbs are trying by conserving water and more



BUILDING MAINTENANCE PROJECTS

- Sanded and sealed the floors in the restaurant and Champions Room along with the bar top.
- Purchased and installed a new oven for the kitchen. Installation included reworking plumbing, electrical, and the exhaust system along with removing and replacing a door frame.
- Installed locking drain covers in the kitchen to alleviate an ongoing problem with clogged drains.
- Pulled new wires and installed 17 new high definition security cameras bring the total number in the building and parking lot to 59.
- Replaced a section of tile floor under kitchen equipment and a mop sink that had become unusable in the kitchen.
- Repainted trim and walls throughout the building including the banquet hall, offices, bathrooms and the public areas of the lower level.
- Purchased and prepared a new warmer and repaired a deep fryer at Rice Pool.
- Purchased and installed a new kitchen oven and warmer



BUILDING MAINTENANCE AND CUSTODIAL SERVICES

- Cleanliness and sanitation continued to be an important part of the services provided by the custodial staff. 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 condition.
- Miscellaneous tasks are often part of an employee's workday when another employee or guest requires assistance with something. This includes snow removal in the winter months and assistance with equipment repairs throughout the year.

GOLF MARKETING

The marketing strategy continues to focus on relaying the pristine course condition and amenities of the golf course, generate more tee times, increase pro shop sales and revenue. Arrowhead allocates marketing resources to attract new customers via the following targeted publications and websites and concentrates on maintaining a strong relationship and communication with current customers through monthly eblasts, social posts and mobile text messaging.

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

CDGA distributed three offers to their members during the summer months. Example below.

May Madness: CDGA Member Perks Await!

June CDGA Member Perks Have Arrived: Embrace Summer Savings!

July CDGA Member Perks Are Here!

Illinois Golf Guide features Arrowhead as a top Illinois course destination

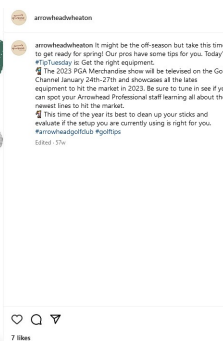


Wheaton Golf Guide

View Wheaton golf courses, maps, course reviews and stay and play packages.

View Golf Courses

View Golf Packages



#TipTuesday series for golfing in the off-season was shared on Arrowhead Social Media pages.

2023 Arrowhead Collage Golf Marketing Social Media



arrowheadwheaton

arrowheadwheaton The golf course will open this Friday signifying spring is coming. What better way to celebrate St. Patrick's Day than with some golf and a great meal in the restaurant. Now through April 6 we have an opening special for tee times. \$5 off 9-holes and \$10 off 18-holes. Link in bio to reserve your tee time.

Learn more about our Junior & Adult Golf Lessons, private lessons, golf leagues and more on our website- link in bio. #wheatongolfcourse

41w

eww555 41w Reply

Liked by fairhaven_wealth and 26 others
March 15, 2023

Add a comment...



arrowheadwheaton

arrowheadwheaton We were voted Best Public Golf Course, and Best Driving Range as part of the 2023 Daily Herald Readers Choice. Thank you!! #wheaton #wheatongolfcourse #dailyheraldreaderschoice2023

jdeters I agree! Love playing every Tuesday with Spark.

d_salerno1011 Congratulations 🎉🎉🎉

eww555

jillgreen23

evikita Congrats to all!!!

wcherry My favorite course in IL by FAR!! @alecdietrich4 @aogga17

2 likes Reply

Liked by fairhaven_wealth and 80 others
July 1, 2023

Arrowhead Golf Club
Published by Lauren Call October 4, 2023

Thank you to all the golfers who come to Arrowhead Golf Club. Today is National Golf Lover's Day. We have two announcements to share:

- Entry forms for the Brutal Cup (November 5) will be available in the Pro Shop starting October 7
- Fall rates start October 13

See you on the course! <https://bit.ly/3YOYy50>

#wheatongolf #dupagegolf #golfloversday #golfclub #wheatongolfers #dupagecountygolfers #golf #golfling

2023 Arrowhead Collage Golf Marketing E-Blasts

Brutal Cup Information

No images? [Click here](#)



Fall Rates Start October 13

18 holes | \$10.00 Savings
9 holes | \$5.00 Savings

[View Rates & Book Your Tee Time](#)



Driving Range Maintenance

The driving range will close two and a half hours before sunset every Monday evening for the remainder of the season for routine maintenance.

Start the season with some new threads

No images? [Click here](#)



Spring Ladies' Sale*

Don't miss out on your chance to SAVE!

Arrowhead Pro Shop

Stop by Arrowhead's Pro Shop to pick out some new clothes to start the season out right. It's important to dress for the game you want, not the game you have!

- 1 Ladies item at 15% Off
- 2 Ladies items at 35% Off
- 3 Ladies items at 50% Off
- 4 or MORE at 70% Off

All Items on the sale rack are eligible for a discount.

*Sale runs while supplies last.

For questions, please see a Pro Shop Attendant, PGA Professional or call [630.653.5800](tel:630.653.5800).



RESTAURANT



RESTAURANT MENUS

This year has been a rejuvenation of business and of the spirit and a full year of celebrations, golf, and family get togethers. We have had great success with our spring seasonal menu along with our beverage program throughout the summer. When we changed to our fall menu, the reaction was even better. The culinary leadership had completely changed in the beginning of May when we went into the busy season. With new skill sets and unique backgrounds we have been able to revitalize the kitchen staff's passion for cooking. Some of the fan favorites on the fall menu included the smash burger sliders, the steak quesadilla and sea scallop entrée. Our beverage program has been quite successful as well. Three fan favorites are the Arrowhead old fashion, Tito's anything, and the Arrowhead Ale. We have also included an upgraded menu to include some of our top shelf spirits such as Garrison Brothers Bourbon, and Talisker Scotch.

LUNCH MENU



STARTERS

- CALAMARI**
tempura-fried | lemon | jalapeño | fresh herbs
\$13.95
- CHEESE CURDS**
fresh battered Wisconsin cheese curds
sracha ranch dipping sauce
\$12.95
- CLUBHOUSE NACHOS** w/
ancho chili-ground beef | chihuahua cheese blend
lettuce | pico de gallo | crema | guacamole
fire-roasted salsa
\$14.95
- GNORNIUS PRETZEL**
honey mustard | warm cheese sauce
\$11.95
- JUMBO WINGS** of
choice of buffalo & bleu or bourbon BBQ & ranch
\$14.95
- FRIED PICKLES AND BEANS**
crispy, sweet & spicy pickles | tempura green beans | ranch
\$9.95
- PHILLY CHEESE STEAK EGG ROLL** w/
shaved (bony) | white American cheese | grilled onion
zesty pepper relish
\$10.95
- JOHN'S BBQ CHICKEN FLATBREAD** w/
signature BBQ sauce | pulled chicken | pickled red onion
cheese blend
\$13.95
- FRIED BRUSSELS SPROUTS**
crispy pancetta | shaved parmesan cheese
bacon & roasted garlic aioli
\$10.95
- POPK BAD BUN** w/
Korean BBQ pulled pork | cilantro | daikon & carrot pickle
sesame seed
\$11.95
- ARTISAN BREAD BASKET**
assortment of fresh pretzel dinner rolls
cinnamon honey butter
\$5.00

SALADS & SOUPS

- + grilled chicken \$5 | + grilled salmon \$8
- FALL POWER SALAD** w/
baby kale & spinach mix | sweet potato | quinoa | apple
candied pecans | dried cranberry | honey avocado dressing
\$15.95
- SHANGHAI SALAD**
napa cabbage | romaine | grilled chicken | bean sprout
pickled carrot | scallion | red onion | toasted cashew
toasted sesame seed | crispy noodle | shanghai vinaigrette
\$15.95
- HARVESTER CHOP SALAD** w/
romaine | chicken | crispy bacon | tomato | avocado
red onion | blue cheese | citrus herb vinaigrette
\$16.95
- WEDGE** w/
bacon | crispy bacon | tomato | blue cheese crumbles
green onion | blue cheese dressing
\$12.95
- GARDEN** w/
mixed greens | grape tomato | red onion | cucumber
carrot | balsamic vinaigrette
\$6.95

STARTERS

- CAESAR SALAD** w/
romaine | parmesan cheese | crouton | Caesar dressing
\$7.95
- HANGER STEAK SALAD** w/
mixed greens | sweet corn | grape tomato | red onion
cucumber | hard-boiled egg | pea | queso fresco
cajito lime dressing
\$24.95
- GRILLED SHRIMP TACO SALAD** w/
hot & spicy grilled shrimp | romaine | caberig | roasted corn
grape tomato | pico de gallo | queso fresco | black bean
roasted yellow & red pepper | salsa ranch
\$16.95
- TOMATO BISQUE** cup \$3.95 | bowl \$5.95
- CHICKEN SOUP** w/ cup \$3.95 | bowl \$5.95
- CHEF SIGNATURE TURKEY CHILI** cup \$3.95 | bowl \$5.95

ENTRÉES

- All pasta dishes can be made gluten-free upon request for an extra \$2.00
- CLASSIC SPAGHETTI AND MEATBALLS**
three classic Italian meatballs | fresh pasta
roasted tomato sauce | shaved parmesan cheese
\$21.95
- FISH AND CHIPS**
three pale ale battered cod filets | lemon | french fries
cole slaw | tartar sauce
\$17.95
- SHRIMP SCAMPI** w/
jumbo shrimp | linguine | garlic butter | diced tomato
fresh herbs
\$22.95
- CHICKEN MILANESE**
breaded chicken | brown butter | lemon sauce | tomato
baby arugula | shaved parmesan | french fries
\$24.95
- BBQ SALMON**
sauteed mushroom, spinach & garlic | crispy onion
bourbon BBQ sauce
\$24.95
- FRIED SHRIMP BASKET**
lightly breaded jumbo shrimp | french fries | cole slaw
cocktail sauce | lemon
\$19.95

SIDES | 5.95

- fries | sweet potato fries | tater tots
 - strawberries & blueberries | cobblelaw
 - sauteed spinach & mushrooms | onion rings
 - truffle parmesan fries +\$1
- an arrowhead staff favorite
w/ items with this symbol are gluten free
if dish becomes gluten free with modifications, see server for details. some substitutions may incur additional fees.
notice the consumption of raw or undercooked eggs, meat, poultry, seafood, or shellfish may cause serious illness.

HANDHELDS

- Choice of fries or cup of soup with handholds (quesadilla and multi-meat tacos excluded)
- MIX AND MATCH 3 FROM THE SELECTION BELOW:**
- MINI BRATWURST**
grilled onion | whole grain mustard | sauerkraut
\$13.95
- MINI CHICAGO HOT DOG**
poppy seed bun | sport pepper | Chicago Sauce
Roma tomato wedge
\$13.95
- MINI CHILI CHEESE HOT DOG**
hot dog bun | mustard | pickle relish
ground beef chili | Mexican spices | lime
\$13.95

- ARROWHEAD CLASSIC BURGER** w/
7 oz. beef patty | lettuce | tomato | onion | brischoe bun
choice of cheese
\$15.95
- SMOKED TURKEY CLUB PANINI**
Black Forest ham | turkey | provolone | bacon | lettuce
tomato | pesto mayo | sourdough
\$14.95
- RAGIN CAJUN SHRIMP 'N' BOY** w/
spicy tempura fried shrimp | zesty pickle relish | Cajun remoulade
shredded lettuce | ripe tomato | French bread
\$17.95
- BUFFALO CHICKEN QUESADILLA**
crispy chicken | buffalo sauce | flour tortilla
four cheese blend | pico de gallo | guacamole
salsa | sour cream
\$16.95
- MEATBALL SANDWICH** w/
Italian meatball | fresh sauce | mozzarella cheese
parmesan cheese | toasted French bread
\$15.95
- MINI SMASH BURGER** w/
cheddar cheese | bacon jam | signature BBQ sauce
\$13.95
- GRILLED CHICKEN SANDWICH**
lettuce | tomato | applewood bacon | pesto mayo
toasted brischoe bun
\$14.95
- MR. HOGAN'S REUBEN**
lean corned beef | sauerkraut | Swiss cheese | marble rye
thousand island
\$15.95
- ITALIAN PANINI**
salami | pepperoni | provolone | shredded lettuce | tomato
onions | oil & vinegar | sourdough
\$14.95
- MAHI MAHI TACOS** w/
three cajun-spiced mahi | queso | chipotle cream
napa cabbage slaw | shaved red onion | warm flour tortilla
homemade salsa & chips
\$16.95
- CHEF KEVIN'S STEAK SANDWICH**
steak | pickled onion | arugula | goat cheese spread | sourdough
\$16.95
- GRILLED CHEESE & TOMATO BISQUE**
American cheese | bacon | tomato | sourdough
\$13.95
- STEAK QUESADILLA**
four cheese blend | pico de gallo | grilled steak
fajita peppers & onions | guacamole | sour cream | salsa
\$17.95

DINNER MENU



STARTERS

- CALAMARI**
tempura-fried | lemon | jalapeño | fresh herbs
\$13.95
- CHEESE CURDS**
fresh battered Wisconsin cheese curds
sracha ranch dipping sauce
\$12.95
- CLUBHOUSE NACHOS**
ancho chili-ground beef | chihuahua cheese blend
lettuce | pico de gallo | crema | guacamole
fire-roasted salsa
\$14.95
- GNORNIUS PRETZEL**
honey mustard | warm cheese sauce
\$11.95
- JUMBO WINGS**
choice of buffalo & bleu or bourbon BBQ & ranch
\$14.95
- FRIED PICKLES AND BEANS**
crispy, sweet & spicy pickles | tempura green beans | ranch
\$9.95
- PHILLY CHEESE STEAK EGG ROLL** w/
shaved (bony) | white American cheese | grilled onion
zesty pepper relish
\$10.95
- JOHN'S BBQ CHICKEN FLATBREAD** w/
signature BBQ sauce | pulled chicken | pickled red onion
cheese blend
\$13.95
- FRIED BRUSSELS SPROUTS**
crispy pancetta | shaved parmesan cheese
bacon & roasted garlic aioli
\$10.95
- POPK BAD BUN** w/
Korean BBQ pulled pork | cilantro | daikon & carrot pickle
sesame seed
\$11.95
- ARTISAN BREAD BASKET**
assortment of fresh pretzel dinner rolls
cinnamon honey butter
\$5.00

SALADS & SOUPS

- + grilled chicken \$5 | + grilled salmon \$8
- FALL POWER SALAD** w/
baby kale & spinach mix | sweet potato | quinoa | apple
candied pecans | dried cranberry | honey avocado dressing
\$15.95
- SHANGHAI SALAD**
napa cabbage | romaine | grilled chicken | bean sprout
pickled carrot | scallion | red onion | toasted cashew
toasted sesame seed | crispy noodle | shanghai vinaigrette
\$15.95
- HARVESTER CHOP SALAD** w/
romaine | chicken | crispy bacon | tomato | avocado
red onion | blue cheese | citrus herb vinaigrette
\$16.95
- WEDGE** w/
bacon | crispy bacon | tomato | blue cheese crumbles
green onion | blue cheese dressing
\$12.95
- GARDEN** w/
mixed greens | grape tomato | red onion | cucumber
carrot | balsamic vinaigrette
\$6.95
- CAESAR SALAD** w/
romaine | parmesan cheese | crouton | Caesar dressing
\$7.95

SIDES | 5.95

- fries | sweet potato fries | tater tots
 - strawberries & blueberries | cobblelaw
 - sauteed spinach & mushrooms | onion rings
 - truffle parmesan fries +\$1
- an arrowhead staff favorite
w/ items with this symbol are gluten free
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spicy tempura fried shrimp | zesty pickle relish | Cajun remoulade
shredded lettuce | ripe tomato | classic French bread
\$17.95
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three cajun-spiced mahi | queso | chipotle cream
napa cabbage slaw | shaved red onion | warm flour tortilla
homemade salsa & chips
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steak | pickled onion | arugula | goat cheese spread | sourdough
\$16.95
- GRILLED CHEESE & TOMATO BISQUE**
American cheese | bacon | tomato | sourdough
\$13.95
- STEAK QUESADILLA**
four cheese blend | pico de gallo | grilled steak
fajita peppers & onions | guacamole | sour cream | salsa
\$17.95

RESTAURANT FOOD AND BEVERAGE SALES

	Number of Orders	Percentage of Orders	Total Dollars
Starters	15,066	18%	\$182,120
Soups and Salads	15,790	19%	\$196,699
Sandwiches & Burgers	31,857	39%	\$482,871
Entrees	11,450	14%	\$272,124
Sides	2,280	3%	\$12,299
Desserts	1,607	2%	\$10,105
Breakfast	1,079	1%	\$10,533
Kid's Menu	3,247	4%	\$20,777
Totals	82,376	100%	\$1,187,528



Beverage Sales	Number Sold	Dollars Sales	Percentage of Dollars Sold
Draft Beer	36,992	\$241,946	32%
Liquor	24,317	\$254,170	34%
Wine by the Glass	15,146	\$154,362	20%
Beer-Bottle	11,657	\$53,883	6%
Wine by the Bottle	563	\$20,666	2%
Soft Drinks	17,649	\$52,340	6%
TOTALS	106,324	\$777,367	100%



HALFWAY HOUSE AND BEVERAGE CART

Both the Halfway House Trolley and Beverage Cart welcomed golfers and guests alike for refreshments. The terrace continues to be an oasis to refresh or review golf scores. It also serves as a resting area for parents with children taking lessons or neighbors simply enjoying the views. The menu is updated annually to stay in line with the popular beverages and competitive pricing.



	2023	2022	2021	2020	2019
Halfway House	\$289,996	\$301,365	\$301,634	\$279,416	\$178,011
Beverage Cart	\$145,342	\$87,973	\$94,740	\$111,162	\$97,650
Total	\$435,338	\$389,338	\$396,374	\$390,578	\$275,661

OPENTABLE RESERVATIONS

Arrowhead continues to use OpenTable as the restaurant's electronic reservation system. Guests are able to make reservations over the phone, and online. They receive text updates on the status of their reservations and leave a review after their meal. In 2023, there were 70,456 guests that dined at Arrowhead.

Your covers

70,456 ↑ 53,632 (319%)

[Start a marketing campaign](#)

Average covers in West Suburbs

49,123 ↑ 49,123 (0%)

Your average per-cover spend

—

[Integrate your POS](#)

Average per-cover spend in West Suburbs

\$45.98 ↑ \$45.98 (0%)

Your overall rating on OpenTable

4.5 ★★★★★

[Manage guest feedback](#)

Average overall rating in West Suburbs

4.6

★★★★★

FOOD 5
SERVICE 5
AMBIENCE 5
VALUE 5
NOISE Moderate

Paul Reviewed 3/22/2023 · Visited 3/21/2023 · 🍷 would recommend

Great food and service as usual. This is our go to place when we want to ensure a great dining experience.

Categories: Neighborhood gem, Great for craft beers, Good for groups, Great for happy hour, Great for scenic views, Great for outdoor dining

★★★★★

FOOD 5
SERVICE 5
AMBIENCE 5
VALUE 5
NOISE Energetic

lh2kpm Reviewed 6/4/2023 · Visited 6/3/2023 · 🍷 would recommend

This is our go-to. Always great food and service. The "inside" part of the restaurant is great, but sitting on the patio on a nice day is the best! And they've put the Rueben back on the menu!

Categories: Neighborhood gem, Great for craft beers, Great for outdoor dining

3,501 ↑ 2,434 (228%)

First Time Visits

61% of reservations

FOOD AND BEVERAGE WAGE COMPARISON

Sales (Food & Beverage Only)*	2023	2022	2021	2020	2019
Restaurant Food & Beverage Sales	\$2,853,751	\$2,176,956	\$2,401,115	\$1,613,659	\$2,567,041
Banquet Food & Beverage Sales	\$2,194,363	\$2,083,769	\$1,439,779	\$328,532	\$1,896,827
Total Food & Beverage Sales	\$5,048,113	\$4,260,725	\$3,840,894	\$1,942,191	\$4,463,868
*excludes premium service, room charges, addl. service fees, etc.					
Banquet	2023	2022	2021	2020	2019
Banquet Servers	\$276,326	\$275,652	\$126,967	\$35,045	\$68,344
Banquet Bartenders	\$11,669	\$13,682	\$10,862	\$2,019	\$4,545
Sales Asst.	\$27,930	\$25,660	\$15,941	\$14,072	\$42,201
Houseman	\$60,427	\$41,842	\$21,085	\$12,955	\$40,643
Total Banquet Part-Time Labor	\$376,353	\$356,837	\$174,856	\$64,091	\$155,733
Part-Time Bqts Labor % from Total Bqts F & B Sales	17.15%	17.12%	12.14%	19.51%	8.21%
Banquet Full-Time Labor Salaries*	\$246,816	\$241,285.18	\$216,000	\$213,610	\$211,034
Full-Time Bqts Labor Salaries % from Total Bqts F & B Sales	11.25%	11.58%	15.00%	65.02%	11.13%
*Includes F & B Director (Salary split equally Bqts & Rest)					
Restaurant Front House	2023	2022	2021	2020	2019
Restaurant Servers	\$157,780	\$136,923	\$94,948	\$75,172	\$99,765
Restaurant Bartenders	\$50,703	\$35,389	\$7,771	\$24,436	\$19,559
Restaurant Host/Hostess	\$80,818	\$62,714	\$32,387	\$21,802	\$45,576
Restaurant Busser/Runner	\$86,145	\$66,651	\$34,958	\$37,156	\$69,094
Total Restaurant Part-Time Labor	\$375,447	\$301,677	\$170,065	\$158,566	\$233,994
Part-Time Restaurant Labor % from Total Rest F&B Sales	13.16%	13.86%	7.08%	9.83%	9.12%
Restaurant Full-Time Labor Salaries*	202,939	\$173,250	\$156,608	\$167,395	\$229,475
Full-Time Rest Labor Salaries % from Total Rest F & B Sales	7.11%	7.96%	6.52%	10.37%	8.94%
*Includes F & B Director (Salary split equally Bqts. & Rest)					
Kitchen	2023	2022	2021	2020	2019
Dishwasher (includes Contractual fees, see below*)	\$214,406	\$154,119	\$81,402	\$62,995	\$172,150
Line Cooks	\$165,533	\$142,720	\$114,461	\$168,833	\$348,897
Prep Cooks	\$96,541	\$75,361	\$73,185.	\$38,207	\$50,100
Total Part-Time Kitchen Labor	\$476,481	\$372,202	\$269,048	\$270,035	\$571,147
Part-Time Kitchen Labor % from Total F & B Sales	9.44%	8.74%	7.00%	13.90%	12.79%
Kitchen Full-Time Labor Salaries	\$317,931	\$293,668	\$225,121	\$170,269	\$272,546
Full-time Kitchen Labor % from Total F & B Sales	6.30%	6.89%	5.86%	8.77%	6.11%
Overall Part-Time Labor	\$1,228,281	\$1,030,717	\$613,971	\$492,692	\$960,874
Part-Time Labor % from Total F & B Sales	24.33%	24.19%	15.99%	25.37%	21.52%
Overall Full Time Labor	\$767,686	\$708,203	\$597,729	\$551,274	\$713,055
Overall Full-Time Labor % from Total F & B Sales	15.21%	16.62%	15.56%	28.38%	15.97%

FOOD SUPPLY BID

The food bid went into effect in December of 2023 and goes through November 2024. Staff continues to be aggressive in requesting fixed priced bids in the annual food bid process as considerable savings had been noticed and charted. The chart below is a sample of fixed pricing comparisons for several line items. Fixed pricing is the price vendors quoted in accepted bids and this price did not waver during the 12-month period. Although, the reader can see that available commodity pricing out in the market had increased in many line items.

PRODUCT	FIXED PRICE	COMMODITY PRICE 2023-2024				
		Dec	Jan	Feb	Mar	AVERAGE
BREAD						
Buttery Plain, 4 Inch Round, Butter roll w/sheen top	\$0.50	\$0.59	\$0.60	\$0.60	\$0.59	\$0.58
Hot Dog Bun, Plain 10 ct.	\$0.42	\$0.47	\$0.47	\$0.48	\$0.48	\$0.46
Country Sourdough Panini Loaf	\$5.50	\$6.12	\$6.49	\$6.49	\$6.49	\$6.22
MEAT						
Beef, Cert. Angus, Choice Ribeye Lip On, Bnls, Fresh	\$13.55	\$14.10	\$16.80	\$14.10	\$14.10	\$14.53
Beef, Ground Patties, Certified Angus, 8oz, 80/20, Fresh	\$5.20	\$5.95	\$6.34	\$6.30	\$5.95	\$5.95
Beef, Corned eye of round fully cooked	\$7.25	\$7.50	\$7.50	\$7.37	\$7.50	\$7.42
DRY GOODS/FROZEN						
Dressing, Ranch Hidden Valley	\$17.26	\$17.97	\$17.97	\$17.97	\$17.50	\$17.97
Beans, Green, Whole Haricot Vert	\$1.69	\$3.17	\$2.01	\$1.80	\$1.80	\$2.09
Potato, Fry 3/8" Extra Long	\$1.47	\$2.21	\$2.21	\$1.49	\$1.49	\$1.77
PRODUCE						
Lettuce, Salad Mix, Separate	\$1.18	\$1.37	\$1.37	\$1.90	\$1.90	\$1.54
Mushroom, Large Whole	\$2.25	\$2.83	\$2.83	\$2.33	\$2.33	\$2.51
BEVERAGES						
Coffee, Liquid Colombian Folgers	\$59.94	\$68.79	\$68.79	\$62.36	\$62.36	\$59.94



RESTAURANT EVENTS



Valentine's Day had a Chef's special menu for our happy guests to celebrate their love for each other. It included such delights as Filet Mignon, Jumbo Shrimp Cocktail and New York Style Cheesecake.

Mardi Gras continues to be extremely popular at Arrowhead. This year's menu featured Chicken & Andouille Sausage Gumbo, Shrimp Po' Boys and Shrimp & Grits.

Thanksgiving buffet was held in the restaurant again in 2023 and 478 guests joined us. The seating structure was revised to fit large parties in the bar area which allowed us to book more. We had all the traditional favorites and an extensive dessert display in front for everyone to see. The teamwork with banquets set up was exceptional. It was definitely "one team, one dream."

Chef's Specials ran weekly specials to display their superb culinary skills that wow'd guests with the Chef's Steak Sandwich, BBQ Chicken Flatbread and Hanger Steak Salad, which all ended up on the lunch & dinner menus.

Oktoberfest had a very successful Oktoberfest with our draft Oktoberfest beers that we brought in and the menu was very well received. Some of the guest favorites were the Chicken Schnitzel and the Bratwurst Sandwich with homemade mustard and cucumber salad. The Potato Pancakes were also a guest favorite.

Lucky Lunch Box is an 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 traditional menu that included the Corn Beef and Cabbage and Shepherd's Pie. The Wintrust event is always around the same time, so it keeps us busy through this time of the year.

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.

Mother's Day while the catering department was hosting a fantastic buffet upstairs, the restaurant focused on an a la carte menu that featured a selection of lunch and breakfast items. Our French toast is always a crowd pleaser as well as the Prime Rib.

Live Music continued this year on the 3rd Friday of the month in the restaurant. We had a great turnout and were able to give some new talent a chance to shine. We saw a good crowd come in and we also heard positive feedback from our regulars.

Arrowhead and the Chocolate Factory was such a fun event to put on. We had the Champs room set up as a candy factory for the kids to come in and get a little trick or treat bag. Lucy dressed up as Willy Wonka and went around making sure the kids had a good time. Nathan and Sean were dressed as Umpa Lumpa's while some of the team dressed up as other characters from the movie.

Breakfast with Santa In the spirit of Christmas, staff hosted a Breakfast with Santa event. The restaurant was filled with families dining on a breakfast buffet and chocolate milk bar. After they ate, each guest was able to visit with Santa and take photos. It was a great time had by all



RESTAURANT EVENTS

In 2023 the cooking classes made a comeback during the summer months and they were well received by the community. Guests enjoyed a Saturday morning with our culinary team out on the restaurant patio for some grilling tips from 9am-10am. Our Chefs will be sharing some of their favorite grilling recipes.

June 24th Grilled Flank Steak 3 ways
 Flank Steak Bruschetta, Cuban Style Grilled Steak, and a Grilled Steak Sandwich

July 29th Grilled Chicken, Chicken, Chicken
 Grilled Chicken Shawarma, Grilled Chicken Thighs, Grilled Chicken Flatbread

August 26th Grilled Desserts
 Grilled Bread Pudding, Rum-Soaked Grilled Pineapple, Grilled Peaches



Arrowhead Cooking Class

- 2 lemons divided
- 1 red onion
- 2 garlic cloves, divided
- 1 cup grape tomato
- 1/2 English cucumber
- 1 spice mix (1 teaspoon ground cumin, 1/2 teaspoon smoked paprika, 1/4 cup turmeric)
- 1/8 teaspoon cayenne
- 1/4 cup tahini
- 2 naan breads



Arrowhead Cooking Class

- Flank Steak
- herb marinade
- olive oil blend
- chopped garlic
- salt and pepper
- plum tomatoes
- red onion
- fresh basil
- italian parsley
- balsamic glaze
- italian bread



Honey-Avocado dressing

- 1/2 avocado
- 1 teaspoon garlic
- 1/4 cup shallots
- 1/2 cup rice wine vinegar
- 1/4 cup honey
- 3/4 cup blended oil
- 3/4 cup cold water
- 1 teaspoon salt

put all ingredients in a blender puree till smooth



Arrowhead Cooking Class

- Pound cake
- Luxardo cherries
- whipped cream



Arrowhead Cooking Class



Arrowhead Cooking Class

- Grilled doughnut
- Raspberries
- Pineapple
- whipped cream



Arrowhead Cooking Class



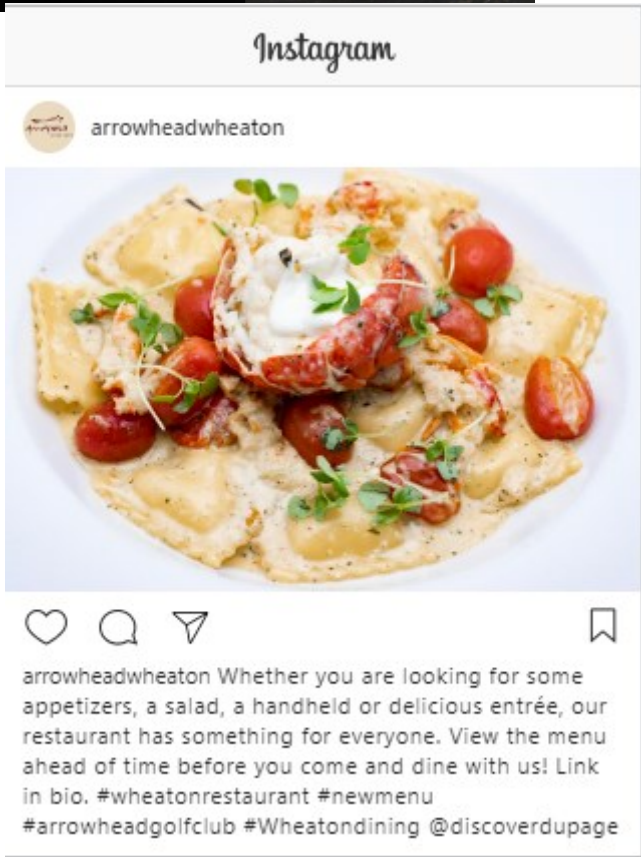
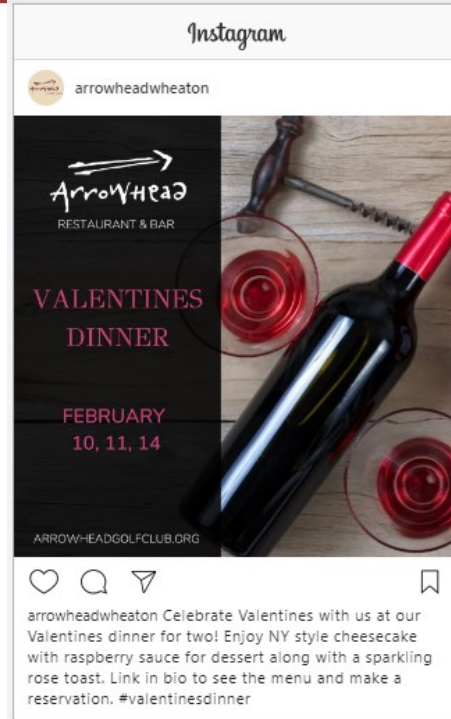
Arrowhead Cooking Class



Arrowhead Cooking Class

- Cinnamon sugar chips
- Marshmallows
- peaches
- plums
- nectarines
- chocolate drizzle

2023 Arrowhead Collage Restaurant Marketing Social Media



2023 Arrowhead Collage Restaurant Marketing E— Blast

Easter Buffet reservations open soon!

No images? [Click here](#)

Delicious entrees, new appetizers and decadent
desserts

No images? [Click here](#)



Restaurant & Bar

Golf

Weddings & Events



Lenten Specials

Available Ash Wednesday, February 22,
and Fridays through April 7

Choose from one of the favorites like the famous Fish Fry, Mahi Tacos,
Shrimp Po Boy or Fried Shrimp Basket.

MENU & RESERVATIONS

Friday Night Live Music: Jill Owen Duo

February 24 | Restaurant

Acoustic Vibe | A distinctive variety
of Pop, Rock and Country

Learn more at: JillOwenDuo.com



NEW MENU



LUNCH MENU

DINNER MENU



WEEKLY SPECIALS

Monday: 1/2 Price Burgers

lettuce | tomato | onion | homemade chips

Available toppings for an additional charge: cheese, bacon, grilled onions,
grilled mushrooms, avocado.



BANQUETS



BANQUETS AND EVENTS

This year has been record-breaking for the catering/sales team bringing in over \$2.9 million in gross revenue for 2023. The month of December. This was an especially great month for us. We doubled our profit margin in December more than any other December since we have been open. On top of our weddings, showers, golf outings, rehearsal dinners, birthday parties and celebration of life events at Arrowhead we also provide staff and beverages for bar packages at Cosley Zoo, The DuPage County Historical Museum, and Mary Lubko Center. Every year, the number of off-site events are increasing across the park district and Arrowhead is happy to be apart of making those events successful and memorable for clients.



2023 Events Categorized by Type and Volume :

	Corporate	Social	Wedding	WPD	Golf	Off-Site	REO	Monthly Totals
Jan	15	20	2	2	0	1	2	42
Feb	11	24	1	5	0	0	5	46
Mar	16	27	3	4	0	0	7	57
Apr	17	28	2	4	1	0	3	55
May	18	34	4	4	2	0	8	70
June	10	26	8	2	8	1	2	57
July	8	19	5	1	8	3	2	46
Aug	10	24	5	4	7	0	6	56
Sep	15	24	8	3	9	1	7	67
Oct	16	23	9	3	4	0	3	58
Nov	9	19	0	5	1	1	4	39
Dec	11	35	7	1	0	0	8	62
Totals	156	303	54	38	40	7	57	655

WEDDING CEREMONIES

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.



	Ceremonies at Arrowhead				
	2023	2022	2021	2020	2019
Outdoor	23	28	36	8	18
Indoor	12	5	5	2	9

COCKTAIL HOURS

In 2023, most cocktail hours took place indoors, however wedding couples continued to love hosting their cocktail hours outside on the golf patio. We hosted **five** outdoor cocktail hours in 2023.



BANQUET HOSTED EVENTS

The Easter and Mother's Day Brunches were hosted again in 2023. The Grand Ballroom was draped in spring colors with large floral arrangements decorating the buffet tables.

Easter Sunday brought out 507 guests who joined us for brunch. The Easter bunny walked around handing out Easter eggs to kids and taking photos.

Mother's Day had 419 guests who dined at our buffet featuring carved ham, breakfast items, salads, seafood, an assortment of pastries, and a free mimosa for Mom.



WEDDING SHOWCASE



The banquets team host their annual wedding showcase. Bridal Bash on Sunday, February 5th from 1-5pm. There were 126 tickets sold to couples and to the public, an increase from previous years. The sales team booked four weddings from the showcase, in addition to numerous lighting and drapery upgrades, ultimate nacho bar late night snacks and sweet displays by Ben & Jerrys and Dynamic Donuts. Guests were able to see and taste all of the different options we provide. Couples enjoy seeing options available to make their wedding day the day they've always imagined it would be. The Grand Ballroom was filled with 25 vendors from hotels, bakeries, florists, event planners, salons, a live painter, and a harpist playing music in the foyer as people entered.

DUELING PIANOS

The Dueling Pianos Dinner at Arrowhead is becoming an annual event. This year, 197 tickets were sold as guests enjoyed a three course dinner consisting of our chef's signature salad, roast chateaubriand with grilled asparagus with fingerling potatoes and cheesecake with a blueberry compote for dessert. A cash bar was available for alcoholic beverages and the Windy City Dueling Pianos sang popular tunes requested by guests throughout the night.

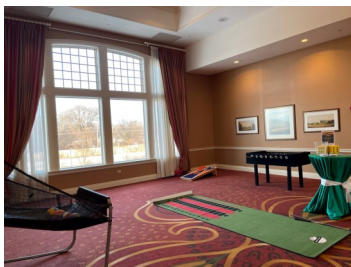


MURDER MYSTERY

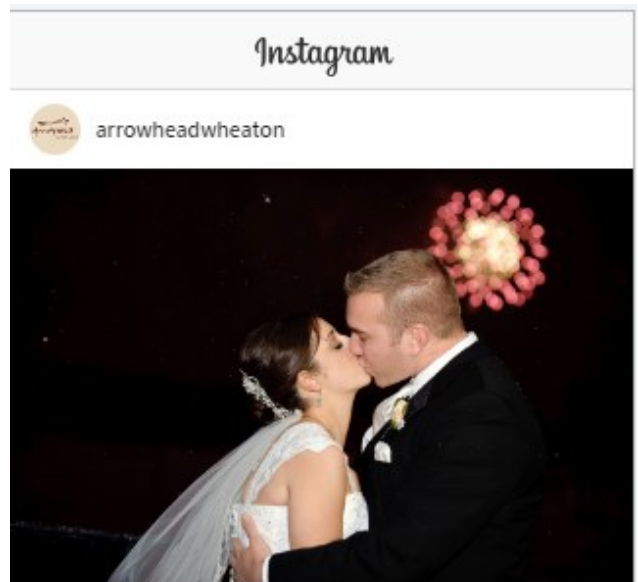
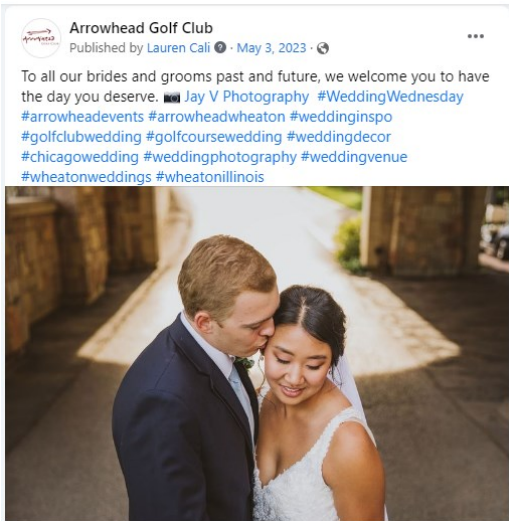
Our Murder Mystery Dinner is also becoming another popular annual winter event at Arrowhead, selling out this year with 193 tickets sold. Guests dressed up in their finest 1920s attire for this roaring good time. They worked together throughout a three course dinner to get clues and try to figure out who was the killer. This interactive event gets guests to participate as much or as little as they would like, but we've noticed more and more people dress-up and get into character every year.

WHEATON PARK DISTRICT VOLUNTEER MIXER

Each year Arrowhead has the privilege of hosting the Park District's annual appreciation mixer. This event recognizes partners and volunteers that assist on the park board, foundations and various events throughout the district. 2023 was celebrated with a sport theme. Guests snacked on a nacho bar, mini sliders and Chicago dogs while playing sports games.



2023 Arrowhead Collage Banquet Marketing Social Media



2023 Arrowhead Collage Banquet Marketing E-Blasts

2/5 event for couples and their families No images? [Click here](#)



[Restaurant and Bar](#)
[Golf](#)
[Weddings & Events](#)

ARROWHEAD GOLF CLUB'S 2023

BRIDAL BASH



Experience Arrowhead Golf Club's 2023
Wedding Showcase

BRIDAL BASH

Sunday, February 5 | 1-5P

MENU GLANCING | EXCLUSIVE HORS D'OEUVRE SAMPLING |
WINE TASTING

Bring your friends and family to Arrowhead Golf Club all while viewing stunning decor options and mingling with a variety of recommended wedding professionals. There will be Photographers, DJ's, Day-of Coordinators, Hotels, and Salons participating at this year's Bridal Bash event! Many of our vendors will be offering donations for our raffles at the end of the event. Join us for a chance to win exclusive offers!

General Admission | \$15
Tickets at the Door | \$20

[REGISTER](#)

Questions? Please call our Events Department at [630-653-5802](tel:630-653-5802)

Holiday Parties



Choose from one of our intimate event spaces for your small gathering or one of our ballrooms for your larger group.

Our decorators deck the halls in holiday style with ornamental pine trees, twinkling lights, lit wreaths and garlands, making it perfect for pictures and creating special holiday memories.

Book your event in January with our Holiday Menus and receive 10% off food.

[Contact our event planners today](#)

FACILITY MARKETING

Promoting golf, events, banquets 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.

Top Cities that visited Arrowhead's Instagram page

- Wheaton 15.9%
- Chicago 8.4%
- Naperville 5.1%
- Aurora 3%
- Glen Ellyn 1.8%

Top Cities that visited Arrowhead's Facebook Pages

- Wheaton 16.4%
- Naperville 6%
- Chicago 4.9%
- Aurora 2.9%
- Glen Ellyn 2.8%
- Warrenville 2.6%

Arrowhead's Web Page

Total Users: in 2023: 173,737

Most frequently visited pages:

- Arrowhead Home - 200,791
- Golf Overview - 37,086
- Menus - 29,870
- Restaurant Overview - 26,011
- Golf Rates - 24,036
- Reservations - 17,457
- Weddings & Social Events Overview - 16,250
- Course & Scorecard - 13,826
- Weddings & Social Events Menus - 11,044
- Events - 7,829

Top Ten Referral Sites

- discoverdupage.com - 1,243
- Facebook - 840 + 308
- Yelp - 702 +
- theknot.com - 380
- Wheaton Park District - 332
- herecomestheguide.com - 301
- Apple Maps - 232
- cdga.org - 203
- dailyherald.com - 142
- amateurgolftour.net - 124

BANQUET MARKETING

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

The Knot
 Wedding Wire
 Zola
 Wedding Spot
 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. (pictured below)



HERE COMES THE GUIDE WEB STATISTICS

Here Comes THE GUIDE

Arrowhead Golf Club

2023 YEAR TO DATE TOTALS

TOTAL PAGE VIEWS	TOTAL WEB TRAFFIC LEADS	TOTAL EMAIL LEADS	ENGAGEMENT RATE
1,899	217	48	14.0%
<small>"Page Views" is the number of times brides and other users viewed your profile page on HereComesTheGuide.com.</small>	<small>"Web Traffic Leads" is the number of times brides and other users clicked over to your website from HereComesTheGuide.com.</small>	<small>"Email Leads" is the number of times brides and other users filled out and submitted the "Get a quote" form on your profile page.</small>	<small>"Engagement Rate" is the total number of Web Traffic Leads + Email Leads divided by Page Views.</small>

MONTHLY BREAKDOWN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD TOTALS
Page Views	160	153	195	138	156	161	153	179	199	153	129	123	1,899
Web Traffic Leads	14	20	23	10	23	17	23	22	26	13	12	14	217
Email Leads	2	4	7	1	4	5	6	3	5	4	3	4	48
Engagement Rate	10.0%	15.7%	15.4%	8.0%	17.3%	13.7%	19.0%	14.0%	15.6%	11.1%	11.6%	14.6%	14.0%

WEB PROFILE CHECKLIST

- Do we have the BEST and LARGEST images you have in your arsenal?
- Do we have up-to-date pricing and capacity info? Industry standard tells us that ~90% of couples are more apt to contact you if they have pricing beforehand.
- Have you considered additional FEATURE placement to boost your visibility and increase your web statistics? Ask your sales rep for more info.



MARKETING OVERVIEW

RESTAURANT, BAR, EVENTS

The menu offerings expanded in 2023. Weekly specials returned and new events were offered. Special menus included New Years Eve, Valentine's Day, St. Patrick's Day, Easter, Madi Gras, Mother's Day, October Fest, Thanksgiving and New Years Eve. Consistent marketing was instrumental in staying in touch with our current customers and attracting new customers. Marketing included a variety of advertising: print, digital, static and electronic signage, mobile texts, monthly email blasts, and social media.

E-mail Marketing

Monthly eblasts were distributed to the 15,000+ subscribers to communicate menu updates, restaurant events, special menus and facility announcements.

In 2023, **21 eblasts** were distributed. This database includes 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 average open rate of 50% and a click through rate of 7.7%.

Yelp

In 2023, Arrowhead appeared in search results over 4,800 times in the last as compared to 4,000 in 2022. Below are a few of the reviews that our customers posted on yelp.

★★★★★ 9/7/23

We went here yesterday and really enjoyed everything. Sat at the bar and Samantha was our bartender. She was fantastic and she always had a smile on her face even though it was really busy. The food was delicious and fresh. We will definitely be back.

★★★★★ 4/14/23

Went here for a business luncheon and was really thankful for the opportunity to try this restaurant. Excellent service and very good food. Definitely worth the try.

Onsite Marketing

Large four color 24x36 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.

Mobile Text Campaign In 2023, we sent a total of 15 texts. Our subscriber base grew to 852.

Web & Print Advertising

We continue to advertise Arrowhead in a few select number of magazines, however with circulation going down, we have turned more attention to digital opportunities. The few publications that we had a presence in, included West Suburban Living, Naperville Magazine and the DuPage Convention and Visitors Bureau Visitor Guide. Golf and wedding print publications are outlined in those sections.

Electronic Signage

Staff continues to utilize the front entrance sign to promote, internal evens, park district special events. Menu speicls and when hiring for staff.

Opentable

Open Table is utilized for online reservations. Our overall rating is 4.5 out of 5 and 4.6 out of 5 for the Western Suburbs. There was a total of 21,182 reservations in 2023 as compared to 17,491 in 2022. 61% of our reservations were from first time visitors.

ARROWHEAD GIVES BACK -2023

In conjunction with Wheaton Park District's Executive Director's office, Arrowhead Restaurant donated golf certificates in 2023 to many local causes, most of whom are listed below:

- | | | |
|---|-------------------------------------|------------------------------------|
| A Salute to our Hero's | Jefferson preschool | Waukegan Parks Foundation |
| Bartlett Parks Foundation | Lincoln Elementary | WDSRA Charlie Long |
| BR Ryall YMCA | Lions Golf Outing | We grow dreams |
| Bridges Communities | Lions Holiday party | West Suburban Community Pantry |
| Carol Stream Chamber | Longfellow Elementary Winter Social | Western Dupage Chamber of Commerce |
| Carol Stream Rotary | Mad Fore Plaid | Wheaton Montessori |
| Cary Park Foundation | Markland | Wheaton North Band |
| Casino Night | Matthew Rubino golf outing | Wheaton Rotary |
| Chicago Blackhawks Special Hockey Program | Metropolitan Family Services | Wiesbrook Elementary Trivia Night |
| Churchill Elementary | Nami DuPage | Winfield Park District |
| Conservation Foundation Earth Day Dinner | Naperville Area Humane Society | WSSRA |
| Cosley Classic | Oak Brook PD-Special Olympics | |
| Cress Creek Jean Lizzo | Off the street club | |
| CSL Foundation | Oswegoland Park Foundation | |
| Deerfield Park District | Outreach Woman's Network Luncheon | |
| Don Kelly Golf Outing | Paul Fabbri Memorial Classic | |
| DuPage County 4-H foundation | Roselle Rotary | |
| DuPage County Farm Bureau Foundation | Salute Fred Hall | |
| DuPage County Veterans Fundraiser | Sandburg Elementary | |
| DuPage Foundation | Schaumburg Park District Foundation | |
| Dupage Legal Aid | Schaumburg Rotary | |
| Evangelical child and family services | Senior Services Associates | |
| First Trust- First Cares | Sharing Connections | |
| First United Methodist Church | St John the Baptist | |
| Franklin Middle School | St Michaels | |
| Fred Hall- Salute | St. Francis | |
| Geneva Park District Foundation | St. Irene's - Rob Sperl | |
| Get er done for Gus | St. John the Baptist | |
| Glen Ellyn Rotary | Student Excellence Foundation | |
| Glen Ellyn Womans Club | Teen Parent Connection | |
| Glenview Park Foundation | The Bridge Communities | |
| Hoffman Estates Park District | The conservation foundation | |
| IAPD Summer Golf Tour | Earth Day dinner | |
| Illinois Chargers | Tony Reyes Family Foundation | |
| Illinois state police heritage foundation | | |
| IPRF for January conference | | |
| IPRF- Laure Kosey | | |



MIKE WILLIAMS
**COSLEY ZOO
 CLASSIC**

Fundraising for Cosley Zoo : Wheaton Park District

Cosley Zoo Classic Golf Outing 2023: The classic annual golf outing marked it's 40th year and sold out netting over \$42,000. The event featured lunch from the grill, on course gimmicks, steak dinner in the clubhouse with awards for overall, mixed and women groups.

ARROWHEAD GIVES BACK TO THE COMMUNITY

Employing Wheaton Residents

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

Area of Employment	2023 Wages, by Area to Wheaton Residents
Banquets	\$107,965
Bev Cart/Halfway House	\$11,763
Custodian	\$36,955
Golf Maintenance	\$183,578
Kitchen	\$113,738
Pro Shop	\$194,932
Restaurant	\$167,789
Total	\$816,720

ARROWHEAD GIVES BACK—2023 TOTALS

Donated Meeting Space and Discounts to Wheaton Park District	\$14,969
Wheaton Warrenville South and Wheaton North High School Golf Teams	\$16,416
Employment	\$816,720
TOTAL Value Arrowhead Gives Back	\$848,105

Wheaton High Schools

Arrowhead continues to be home to the boy's and girl's teams from both Wheaton North and Wheaton South. The season started on August 8 with the first home meets taking place on the 14th. There are matches most Monday-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. PE classes from WWS once again used the driving range in the fall, and special education classes from WN used the range in the spring and fall for the first time.



High School Golf	WWSHS	WWNHS	TOTAL
Rounds	284	324	608
Green Fees	\$5,680	\$6,480	\$12,160
Range Balls	\$1,988	\$2,268	\$4,256
Total	\$7,668	\$8,748	\$16,416



FINANCIAL REPORT ARROWHEAD GOLF CLUB

2023 YEAR-TO-YEAR COMPARISON

	2019	2020	2021	2022	2023
000-Administration					
4-Revenues	\$110,806	\$109,352	\$20,171	\$51,868	\$100,094
5-Expenses	(\$1,121,722)	(\$903,939)	(\$1,009,051)	(\$1,094,384)	(\$1,242,808)
000-Administration Total	(\$1,010,916)	(\$794,586)	(\$988,881)	(\$1,042,515)	(\$1,142,713)
101-Parks Maintenance					
5-Expenses	(\$29,990)	(\$27,061)	(\$30,797)	(\$27,038)	(\$43,093)
101-Parks Maintenance Total	(\$29,990)	(\$27,061)	(\$30,797)	(\$27,038)	(\$43,093)
601-Golf Maintenance					
4-Revenues	\$6,270		\$160	\$27,656	\$2,396
5-Expenses	(\$985,331)	(\$922,682)	(\$972,992)	(\$1,062,350)	(\$1,189,973)
601-Golf Maintenance Total	(\$979,061)	(\$922,682)	(\$972,832)	(\$1,034,694)	(\$1,187,577)
611-Pro Shop/Golf Fees					
4-Revenues	\$2,163,858	\$2,619,040	\$3,272,094	\$3,157,665	\$3,528,894
5-Expenses	(\$645,419)	(\$639,918)	(\$741,722)	(\$854,655)	(\$943,722)
611-Pro Shop/Golf Fees Total	\$1,518,439	\$1,979,121	\$2,530,373	\$2,303,010	\$2,585,172
612-Food and Beverage					
4-Revenues	\$4,800,910	\$2,042,069	\$4,291,502	\$5,329,325	\$5,769,053
5-Expenses	(\$4,082,417)	(\$2,385,514)	(\$3,197,286)	(\$4,324,491)	(\$4,864,855)
612-Food and Beverage Total	\$718,493	(\$343,444)	\$1,094,216	\$1,004,834	\$904,198
613-Cross Country Skiing					
4-Revenues	\$9,373	\$1,790	\$39,555	\$20,331	\$4,172
5-Expenses	(\$1,786)	(\$886)	(\$1,678)	(\$2,205)	(\$798)
613-Cross Country Skiing Total	\$7,587	\$904	\$37,877	\$18,126	\$3,374
Revenues	\$7,091,217	\$4,772,251	\$7,623,482	\$8,586,846	\$9,404,609
Expenses	(\$6,866,665)	(\$4,880,000)	(\$5,953,525)	(\$7,365,124)	(\$8,285,248)
Grand Total	\$224,552	(\$107,749)	\$1,669,957	\$1,221,722	\$1,119,362

FINANCIAL REPORT ARROWHEAD GOLF CLUB

	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	\$5,224	\$231	(\$11,885)	\$11,255	\$3,585	\$2,865	\$12,911	\$39,656	\$3,945	\$3,969	\$5,039	\$23,300	\$100,094
5-Expenses	(\$63,719)	(\$71,760)	(\$123,306)	(\$74,986)	(\$87,752)	(\$137,770)	(\$92,029)	(\$102,543)	(\$127,054)	(\$88,800)	(\$97,306)	(\$175,782)	(\$1,242,808)
000-Administration Total	(\$58,495)	(\$71,529)	(\$135,191)	(\$63,731)	(\$84,167)	(\$134,905)	(\$79,118)	(\$62,887)	(\$123,109)	(\$84,831)	(\$92,267)	(\$152,482)	(\$1,142,713)
5-Expenses	(\$2,287)	(\$2,013)	(\$3,448)	(\$2,038)	(\$2,224)	(\$9,887)	(\$7,356)	(\$1,899)	(\$3,499)	(\$2,194)	(\$1,979)	(\$4,271)	(\$43,093)
101-Parks Maintenance Total	(\$2,287)	(\$2,013)	(\$3,448)	(\$2,038)	(\$2,224)	(\$9,887)	(\$7,356)	(\$1,899)	(\$3,499)	(\$2,194)	(\$1,979)	(\$4,271)	(\$43,093)
4-Revenues							\$2,396						\$2,396
5-Expenses	(\$40,642)	(\$53,276)	(\$84,649)	(\$90,824)	(\$129,149)	(\$212,108)	(\$107,025)	(\$102,428)	(\$120,056)	(\$59,834)	(\$74,743)	(\$115,240)	(\$1,189,973)
601-Golf Maintenance Total	(\$40,642)	(\$53,276)	(\$84,649)	(\$90,824)	(\$129,149)	(\$212,108)	(\$107,025)	(\$102,428)	(\$120,056)	(\$59,834)	(\$74,743)	(\$115,240)	(\$1,187,577)
4-Revenues	\$4,814	\$50,950	\$225,225	\$335,585	\$480,072	\$523,641	\$527,225	\$482,430	\$538,541	\$269,263	\$77,361	\$13,787	\$3,528,894
5-Expenses	(\$36,856)	(\$64,421)	(\$15,824)	(\$58,875)	(\$72,341)	(\$180,928)	(\$95,036)	(\$93,902)	(\$125,013)	(\$70,317)	(\$54,125)	(\$76,082)	(\$943,722)
611-Pro Shop/Golf Fees Total	(\$32,042)	(\$13,471)	\$209,401	\$276,710	\$407,731	\$342,713	\$432,189	\$388,528	\$413,528	\$198,946	\$23,236	(\$62,295)	\$2,585,172
4-Revenues	\$258,814	\$268,595	\$344,414	\$440,307	\$566,704	\$729,528	\$605,152	\$586,906	\$657,610	\$499,748	\$282,796	\$528,480	\$5,769,053
5-Expenses	(\$203,429)	(\$283,792)	(\$407,072)	(\$318,322)	(\$390,310)	(\$645,982)	(\$438,661)	(\$464,393)	(\$441,064)	(\$388,118)	(\$317,951)	(\$565,760)	(\$4,864,855)
612-Food and Beverage Total	\$55,385	(\$15,197)	(\$62,658)	\$121,984	\$176,394	\$83,546	\$166,491	\$122,513	\$216,546	\$111,629	(\$35,156)	(\$37,280)	\$904,198
4-Revenues	\$2,005	\$2,167											\$4,172
5-Expenses	(\$6)	(\$607)	(\$19)	(\$19)	(\$19)	(\$20)	(\$17)	(\$17)	(\$17)	(\$20)	(\$18)	(\$19)	(\$798)
613-Cross Country Skiing Total	\$1,999	\$1,560	(\$19)	(\$19)	(\$19)	(\$20)	(\$17)	(\$17)	(\$17)	(\$20)	(\$18)	(\$19)	\$3,374
Grand Total	(\$76,083)	(\$153,925)	(\$76,565)	\$242,082	\$368,567	\$69,339	\$405,164	\$343,810	\$383,392	\$163,697	(\$180,908)	(\$371,586)	\$1,119,362

A TRIBUTE

Staff Retirements

Thank you Andy Bendy and Bruce Stoller

Andy Bendy, Director of Special Facilities

Andy dedicated over 17 years of service to the Wheaton Park District which included overseeing all Special Facilities. Andy spent his years leading the direction and supervision of Special Facilities including the banquet, golf and restaurant operations at Arrowhead Golf Club, The DuPage County Historical Museum and Cosley Zoo. He always exhibited a strong work ethic and demonstrated the importance of building a team atmosphere among the facilities and staff. He became the “face” of Arrowhead Golf Club and devoted a lot of time ensuring Arrowhead’s restaurant, golf and banquet growth and success over the years. Additionally, Andy went above and beyond in assisting the marketing, events and facilities teams with numerous special events over the years including Cream of Wheaton and the July 4 Parade.

Bruce Stoller, Director of Golf

Bruce began his career at Arrowhead in 1987. He has been instrumental in growing the golf operation at Arrowhead over the past 36 years. Bruce’s professional and friendly demeanor has contributed to the large, devoted customer base that Arrowhead has today. He has played an integral role in Arrowhead’s evolution, during his time, which included multiple course renovations, a new clubhouse, thousands of golf outings and events and lessons. Bruce dedicated many years to the district’s leadership committee and served on the Employee Relief Fund. He enjoyed working alongside Matthew Nations and Andrew Ogata, Arrowhead’s golf professionals who will be serving in Bruce’s role.



2023



**Arrowhead Golf Club
26W151 West Butterfield Road
Wheaton, IL 60189
630-653-5800
arrowheadgolfclub.org**