

## 2021 Manager's Report

Submitted by: Annah Boucher

A seasoned team of dedicated board members and staff were instrumental in easing me into my first season as General Manager. As we prepare for our 2022 season, we reflect on the challenges, opportunities, and accomplishments of 2021.

The 2021 season commenced on April 15, 2021, with all 18 holes open for play. We enjoyed a beautiful Spring with members playing well into the evenings. With covid impacting the availability of weekly social events and tournament play over the course of the 2020 and 2021 seasons, we have recognized the value to our membership base in ensuring a good balance between independent member play and organized social events and tournaments moving forward.

A relatively wet Summer followed, though its impacts were generally positive allowing for more day-time maintenance, less overnight irrigation duties and a lush course well into the Fall months.

Covid 19 Public Health guidelines required constant flexibility and revisiting of processes in all areas of operation. We adapted to restrictions in travel between municipalities in April and May and we adjusted tournament and event structures to comply with the provinces phased in return to business for the remainder of the season.

We were fortunate that Golf remained a popular activity and business volumes were up YOY. Small changes to operational hours in Food and Beverage had a positive impact on revenues in that area and we saw continued growth in our membership base. Although not comparable to pre-pandemic revenues, we were pleased with the properties performance in 2021 as reflected in the year end financials.

A brief overview of financial performance and a snapshot of YOY key performance indicators are detailed below.

- Sales (excluding government grants) were up by \$91k over 2020.
- Food and Beverage revenues were up 51k over 2020
- Pro Shop sales were down 2k over 2020 due to bringing in minimal stock amidst pandemic uncertainty.
- Salaries and Wages began to return to closer to pre-pandemic levels with an increase of 85k over 2020 due predominately to a longer operating season and increased labour hours to meet the demand of business volumes.
- Expenses increased in repairs and maintenance to address breakdowns of our aging golf car fleet and the delay in receiving 15 new golf carts due to pandemic supply chain issues. Additional costs for monthly rentals were incurred to ensure we could meet the high demand for carts.

2021 Statistics	
Adult Memberships	236
Junior Memberships	93
Associate Memberships	30
Out of Town Memberships	12
Associate Memberships	30
Driving Range Memberships	61
Driving Range Buckets	1028
Green Fees	2745
Tournament Green Fees	302
Golf Cart Rentals	3432

A few highlights of the past year included hosting the NSGA women's senior and amateur in July and a Goudey Cup win on home turf for the first time in over 30 years!

As positive as our 2021 season was, ending with a net income of \$144k; I would be remiss not to mention an unfortunate end to our season. A December fire claimed one of our Golf Cart Sheds, including members contents along with key pieces of the Course's maintenance equipment and much of its golf cart fleet. The support of our members and the hard work of our Board of Directors and Superintendent have been invaluable as we work towards rebuilding and mitigating our losses as best we can.

Moving into 2022 we will do our utmost to mitigate losses associated with the fire, having been proactive in applying for any/all eligible grants and funding opportunities. We will continue to drive revenues in golf and food & beverage through our commitment to providing quality product and service, leveraging networks and partnerships in tourism, and working to increase our online presence and visibility in the marketplace.