

Centennial Park 2020 Review



PART 1

TROON ACQUIRES INDIGO GOLF

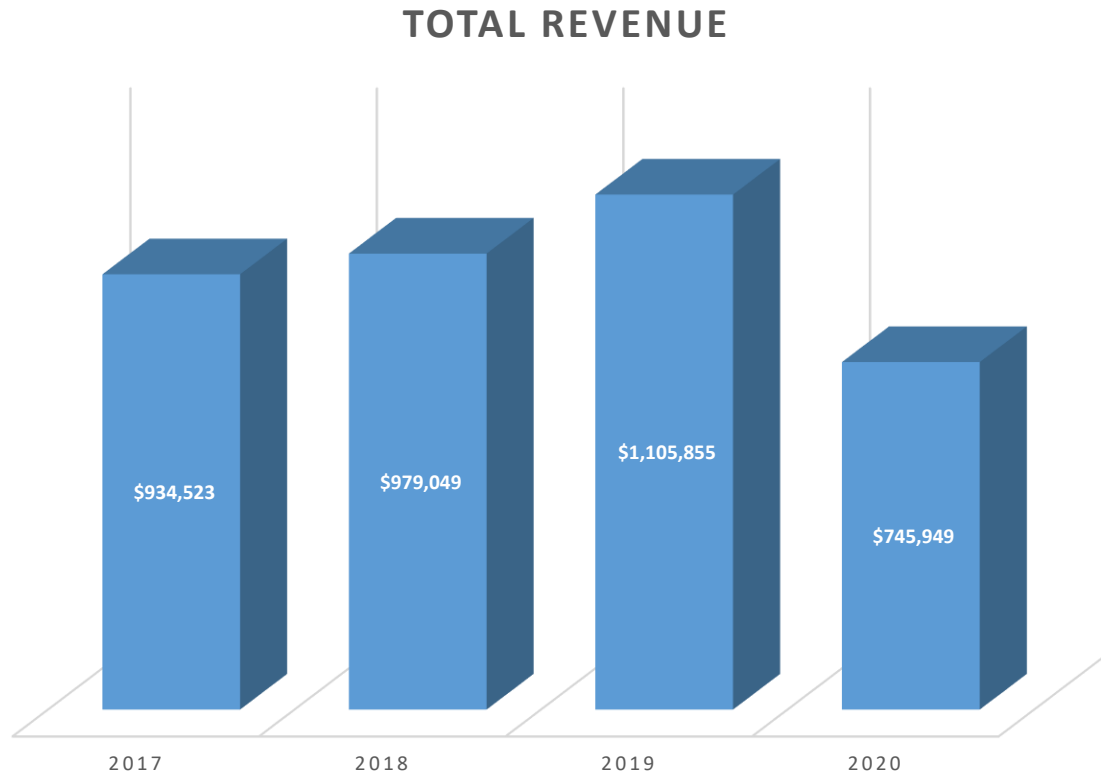
Indigo Golf Partners is one of the largest golf course



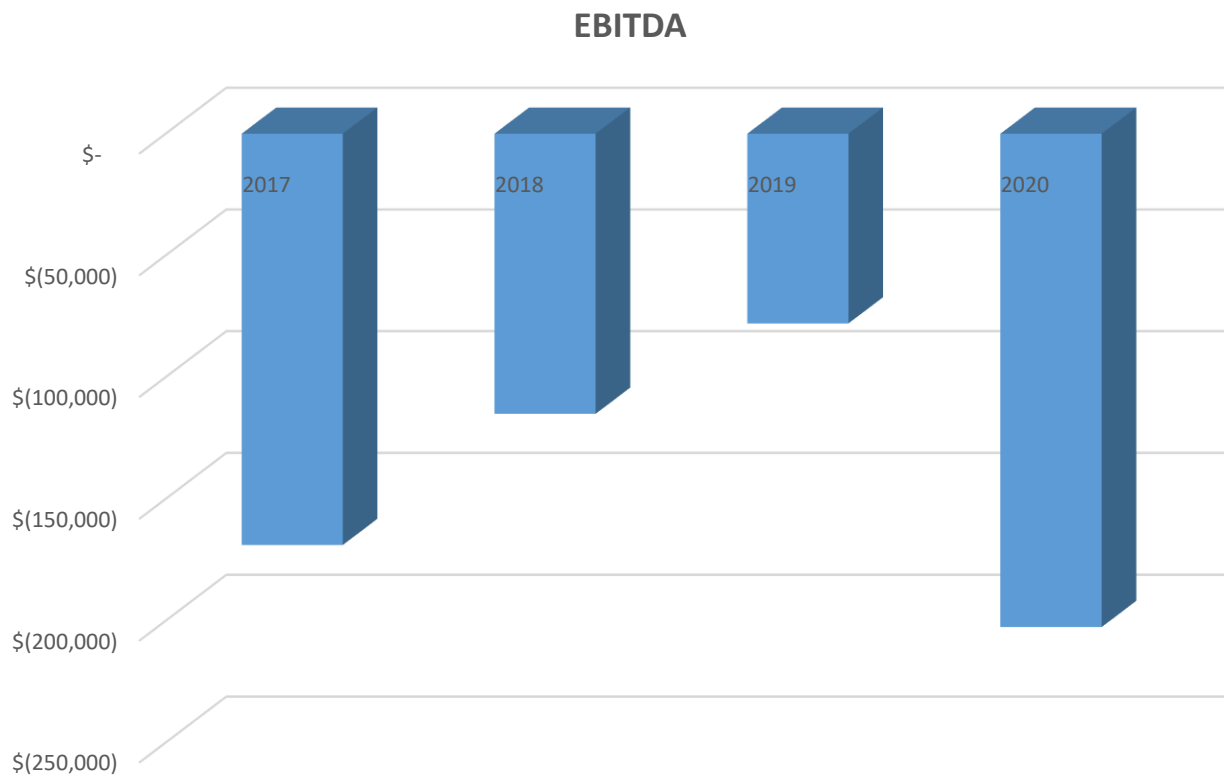
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indigo
GOLF PARTNERS

REVENUE PERFORMANCE

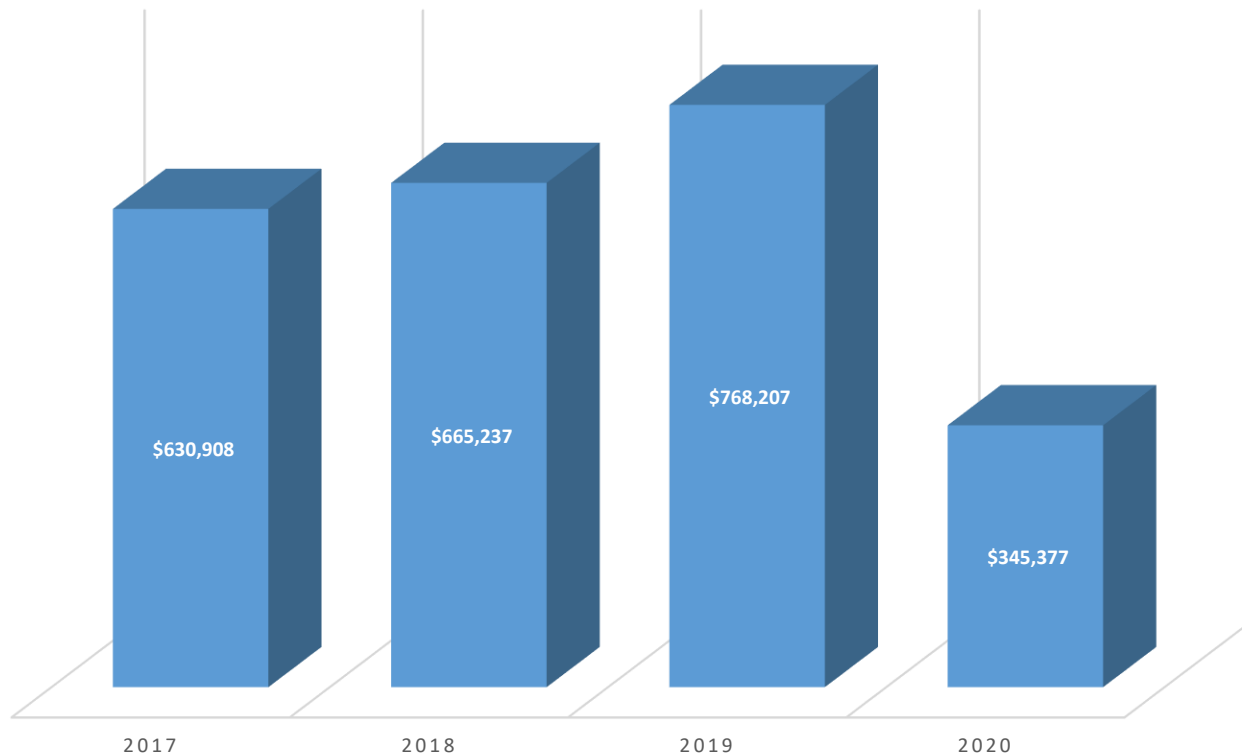


BOTTOM LINE PERFORMANCE



FOOD AND BEVERAGE

FOOD & BEVERAGE SALES



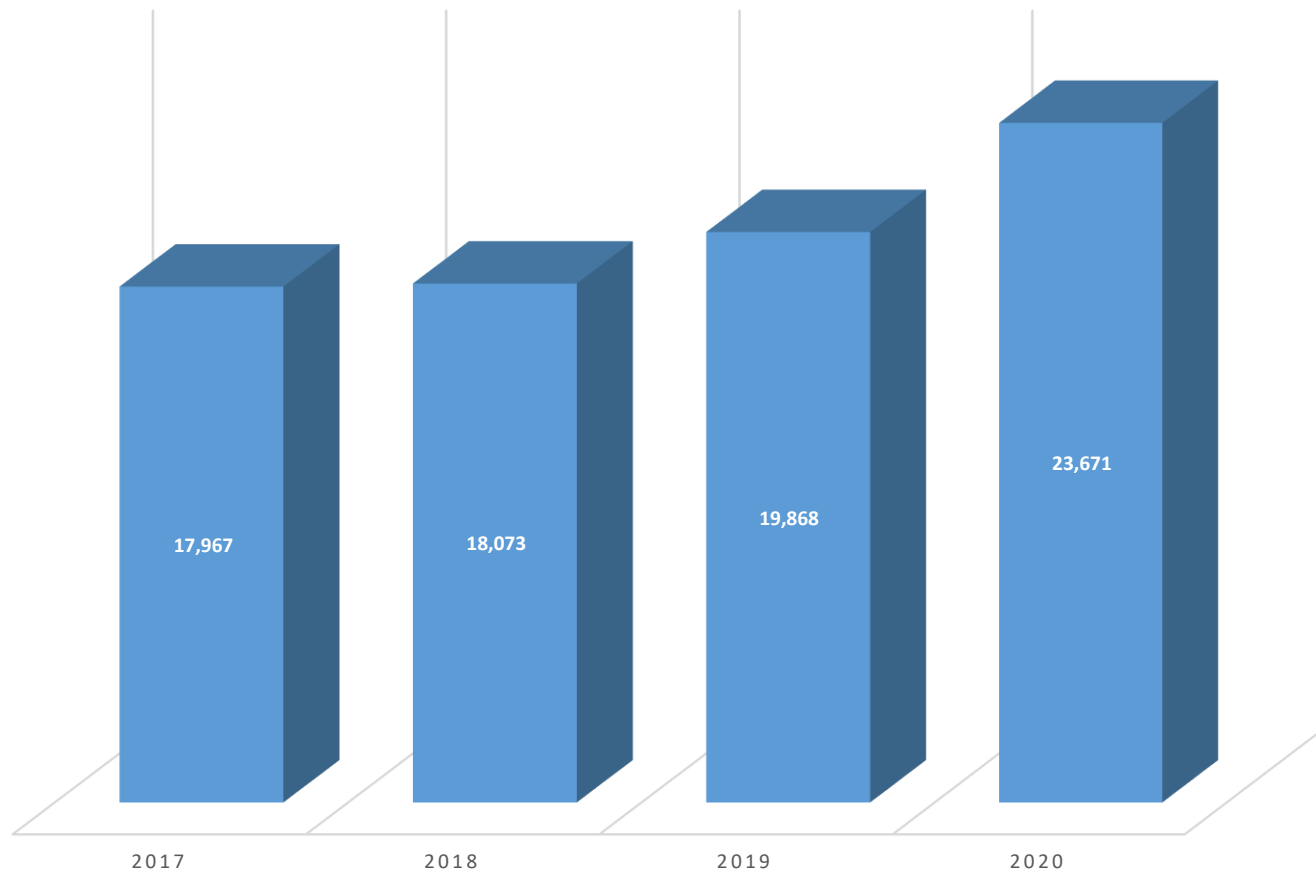
GOLF



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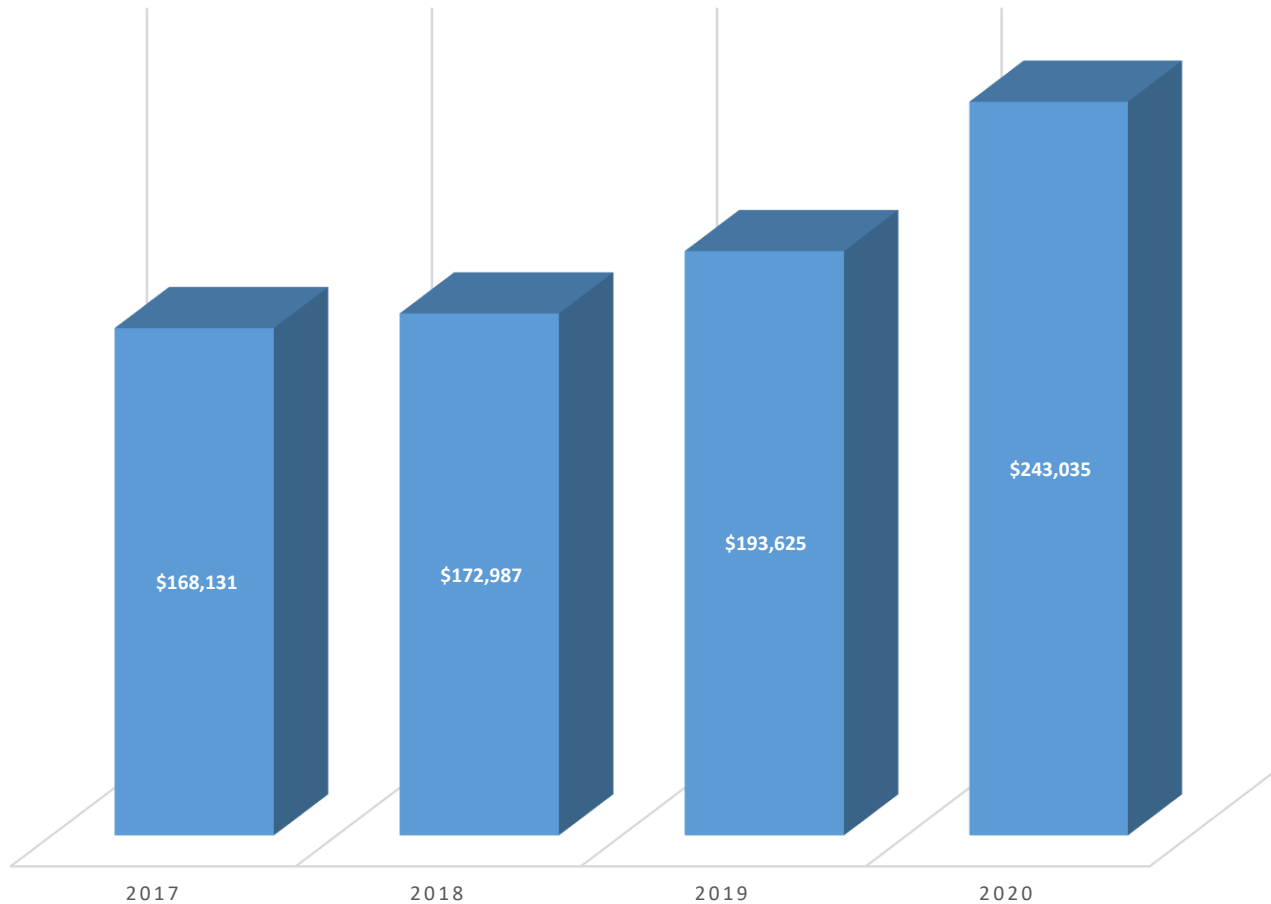
ROUNDS OF GOLF

ROUNDS PLAYED



GREENS FEES AND CART FEES

GOLF REVENUE



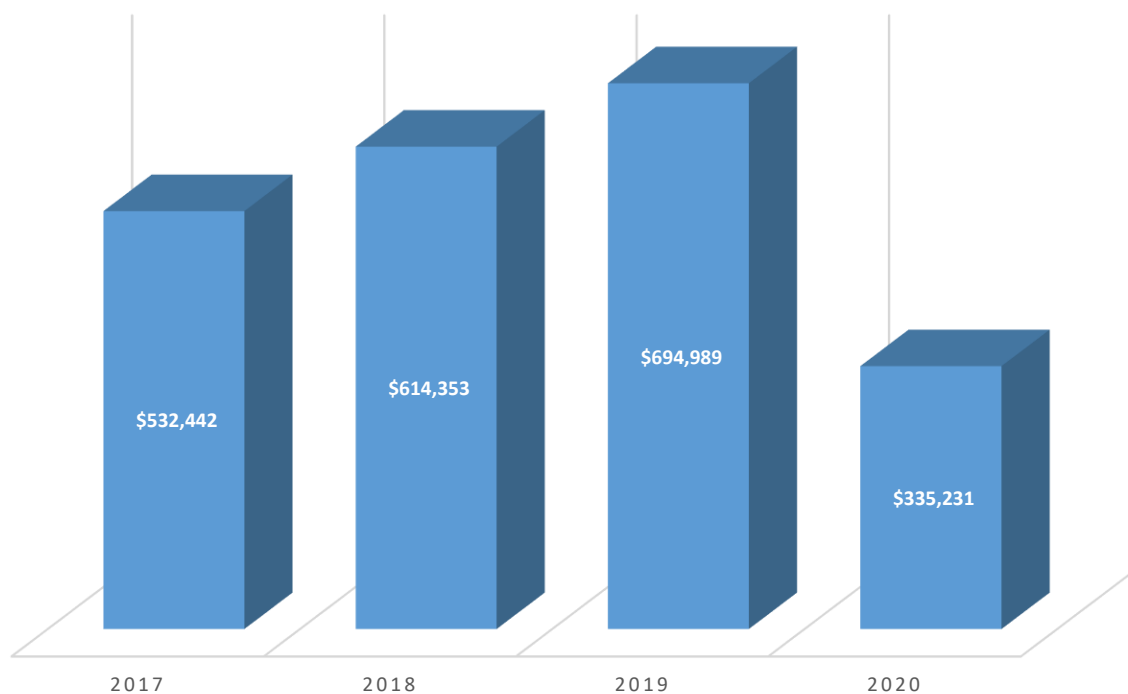
BANQUETS



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BANQUET REVENUE

BANQUET SALES



LEAD VOLUME

1,352 Leads in 2020

1,817 Leads in 2019

880 Leads in 2018





Concessions



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MARKETING



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COVID COMMUNICATION

- Email with details about opening, FAQ's, safety standards and more. Continued through the whole opening process.
- Website FAQ's were implemented to try and reduce phone calls to the shop. We also highlighted safety practices.
- Social posts used to communicate our status with the community.



Centennial Park

April 29, 2020 · 🌐

We are opening on Friday! Our online booking engine is now fully functioning. Please read out FAQ's before calling, booking or arriving on site. We are receiving a very high call volume and cannot answer every call. We need everyone to book online!

<https://www.centennialparkmunster.com/faq>



CENTENNIALPARKMUNSTER.COM

Frequently Asked Questions

Due to a high call volume we request that everyone read the below FAQ's before booking or calling the golf shop. Please note that all our actions during this time are entirely based on

COVID-19 FAQs

JULY 02, 2020 05:26 PM



We are Open! Please Read our Safety Procedures

Due to a high call volume we request that everyone read the below FAQ's before booking or calling the golf shop. Please note that all our actions during this time are entirely based on safety. We appreciate your patience, cooperation and respect as this allows us to remain open and offer a safe experience for both our guests and staff.

All rounds must be prepaid and booked online before your round. Only annual members can call to book a tee time. No walk ups of any kind will be accepted.

1. Do you have tee times available?

Yes, please click [here](#) to view available tee times and to book. Only prepaid, online rounds will be accepted. No walk ups or phone calls. The only phone call reservations that will be accepted are annual members.

2. Can I walk up and play?

No, you are required to book in advance online. (Unless you are an annual member.)

3. How early should I arrive before my tee time?

2020 SALES

- Closed \$335,231 in banquet business for 2020.
- The initial Total COVID Cancellations in 2020: \$268,221
- The total revenue that did not reschedule at all: \$161,699
- Total Revenue that rescheduled into 2020: \$ 6,084
- Total Revenue that rescheduled into 2021: \$104,157
- Total Revenue that rescheduled into 2022: \$ 1,320
- Highest banquet revenue of all Indigo Golf properties.

Campaigns later in the year centered around safely hosting events.



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Make Us Your Home Away From Home



**Make Us Your
Home Away From Home
For the Holidays**

Let Centennial Park serve as the perfect site to host your family holiday gathering. Leave the details to us as you gather with your loved ones and embrace the holiday spirit at your new home away from home.

We can accommodate group sizes of up to 25 people.

**Call Today
to Make Your
Reservations**

219.838.8930 | centennialparkbanquets.com

Tired of being at home? Don't fuss over cleaning the house and preparing dinner for the family this holiday! Let Centennial Park serve as the perfect site to host your family holiday gathering.

Leave the details to us and embrace the holiday spirit at your new home away from home. We can accommodate group sizes of up to 25 people.

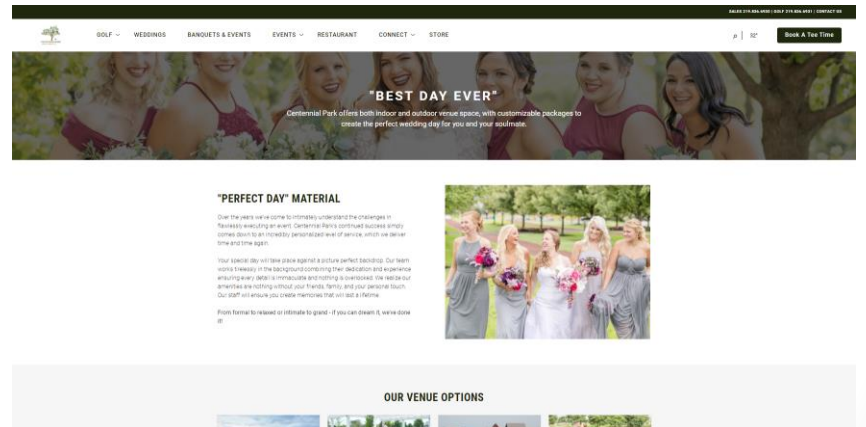
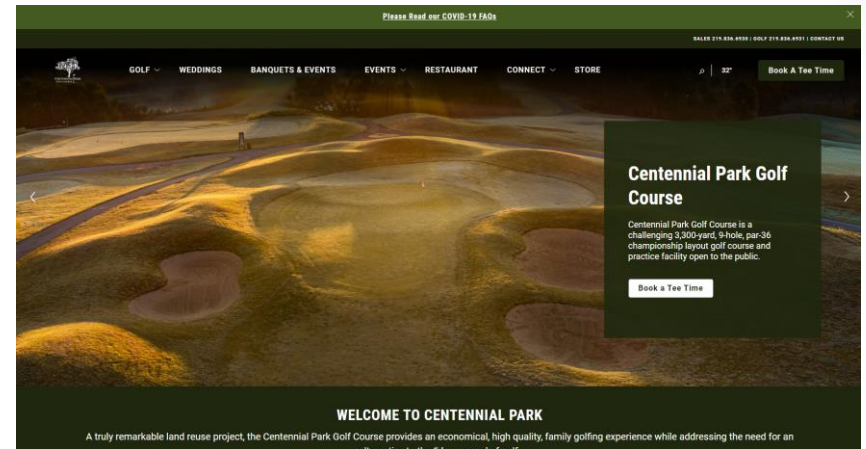
Call 219.838.8930 to make your reservation or click below for more information.

[Learn More](#)

indigo™
GOLF PARTNERS

NEW WEBSITE!

- Modern, professional layout.
- Improved ADA compliance
- Destination landing pages for better tracking data.
- Upgraded imagery and presentation of such imagery (hero images on home page - can add text, call to action or none displaying gorgeous photos)
- Enhanced video functionality.
- Enewsletter that auto filters into email platform
- Breaking news bar for announcements.
- Improved photo gallery options.
- Expansive and professional footer.
- Expanded social icon availability.
- Noticeable booking call to action on top navigation.
- Weather widget
- Search bar for better navigation.

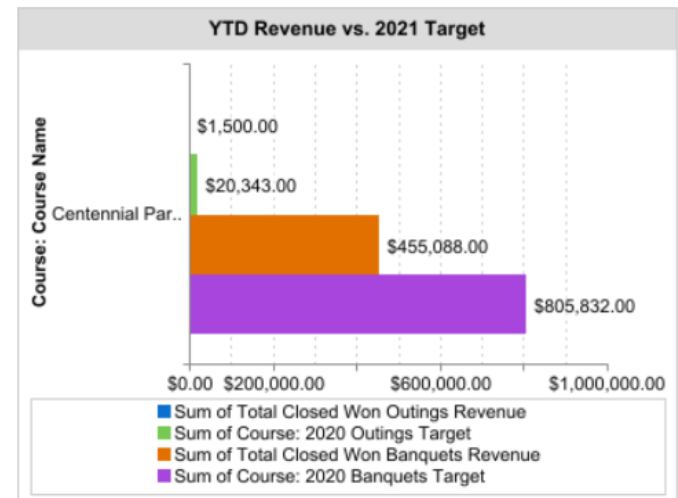


NEW COURSE PHOTOGRAPHY



SALES LOOK FORWARD

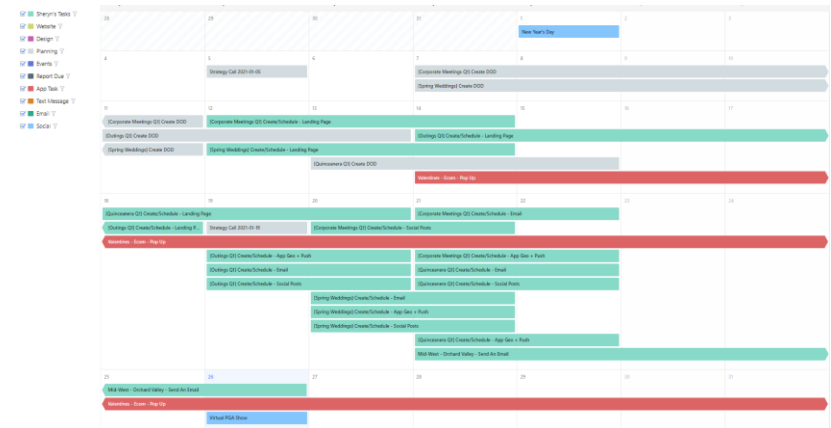
- 2021 closed won revenue \$455,088
- \$55,670 in pipeline for future 2021 business.
- 2021 Focus on:
 - Meetings and Weekday Events
 - Memorial Services
 - Community outreach to fill open dates



REVENUE PLAYBOOK – PLANNING STRATEGY

- The revenue playbook plans out all of 2021 with marketing tasks, activity, strategy and more.
- Calendar feature assigns users tasks.
- All activity is mapped out on calendar.
- Easily printable to show activity and report on campaign metrics.
- Completion goal for end of February.

	Course Activity	Details/Notes/Owner	Q1			Q2			Q3			Q4		
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1														
2														
3														
4	Outings	Outings												
5		Fall Outings												
6														
7														
8														
9														
10	Banquets	Quizzes/contests												
11		Corporate Meetings												
12		Holiday Parties												
13		Graduation Parties												
14		Celebrations of Life												
15		Baby Showers												
16		Gender Reveals												
17		Corporate Happy Hours												
18														
19														
20														
21														
22	Weddings	Wedding Spring												
23		Wedding Summer												
24		Wedding Fall												
25		Wedding Winter												
26		Bridal Expo Late Winter												
27		View Renewals												
28														
29														
30														
31														



AGRONOMY



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COURSE IMPROVEMENTS

- Repaired drainage work on Hole 6.
- New stone staircase on hole #8 tee box.
- Asphalt work on all 3 bridges. Also, added paths on holes 1,3,5, and 8.



CAPITAL ACQUISITIONS

- New irrigation box. Original boxes are failing. Goal would be to replace all 9.
- New bank mower. Replaced original 2009 machine.



STAFF MAKE BEST OF DOWN TIME

- Without golf in April and early May, Matt the Chef and Matt the Golf Pro became grounds crew workers.
- In house aerification of tees and fairways.
- Staff performs annual preventative maintenance on all equipment in the winter.





Q&A



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