



2024
RECAP
WHAT A YEAR!



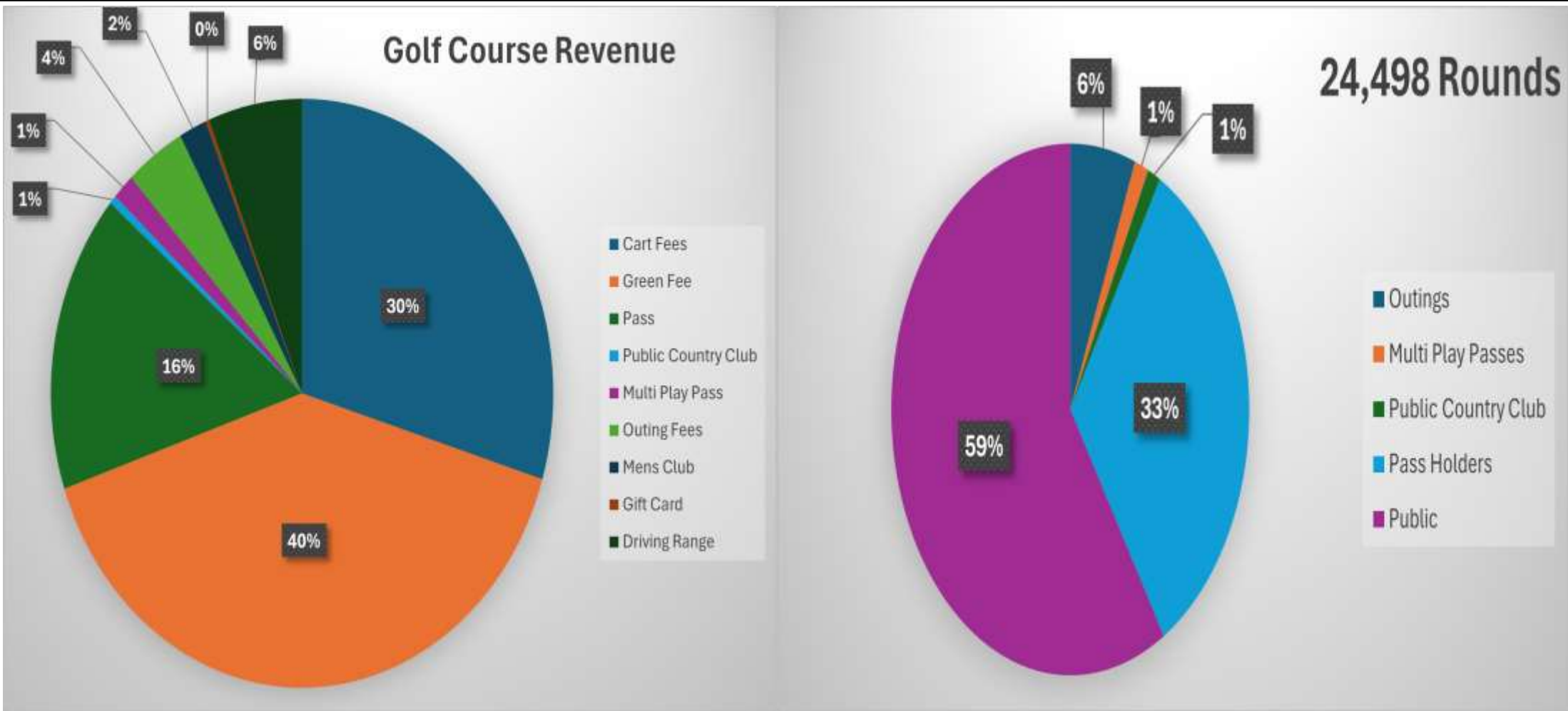
2024 WINS

- **Pokegama hosted 24,598 rounds of golf in 2024**

*The National Golf Foundation(NGF) defines a “round” of golf as a start
NGF reported rounds in MN up 4.3% over prior year*

- **Total revenue 8% ahead of both prior year and budget**
- **Net operating income 79% ahead of prior year**
- **New driving range machine paid for itself in one year**
- **Secured \$5,000 towards the \$30,000 needed for a mobility cart to assist the handicapped play golf**
- **Secured funding for starting a PGA HOPE program in 2025**
- **Net Promoter Score 63 (NPS) from end of year survey sent out**

NPS is the key metric in determining how the guest experience and service execution of our brand resonate with our customers and according to Forbes, the average NPS for the hospitality industry is 53



JUNIOR GOLF

- Participation in the junior golf program up 15%
- 1,152 junior golf rounds played
- Both the junior high and Senior high golf teams are seeing record numbers of participation



2024 MISSES

- Missed NOI budget by \$31k
unbudgeted depreciation of \$40k
- *Service standards not achieved in year 1*
- *Marketing goals not met*
- *Poa annua decline in fairways affected course conditions*
- *Simulator usage down*



2025 GOALS



1. Achieve 2025 budget
2. Enhance guest experience
3. Consistent course conditions
4. NPS of 70 or higher
5. Celebrate 100 years of golf at Pokegama
6. Increase average daily(ADR) rate by \$2
7. Succession plan to replace Steve Ross Golf Course Superintendent



MARKETING & STRATEGIC IMPERATIVES

The overall goal is to drive revenue in key business segments at the facility, which will be done by focusing on the following Strategic Imperatives – the business objectives with the highest priority in 2025.

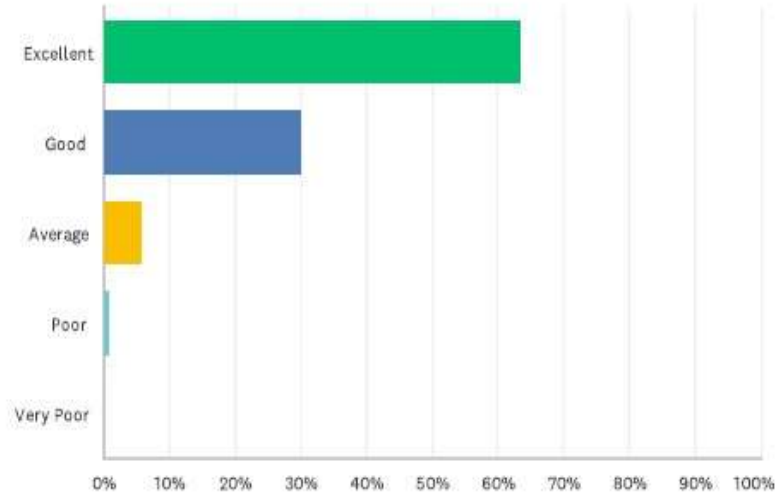
- **Drive Revenue in Key Business Segments** to Meet our Financials Goals – Greens Fee, Carts, Driving Range
 - a) Implement **Pricing Strategies** that Maintain Price Integrity and Maximize Revenue and ADR
 - b) Provide uniformed customer service training for all employees
 - c) Implement real time surveys
 - d) Update fertilizer schedule to avoid Poa Annua decline
 - e) Partner with local lodging facilities to create stay and play promotions
 - f) Maximize tee sheet utilization and optimize tee sheet management
 - g) Redesign website aligning marketing goals with updated technology and cohesion to point of sale system
 - h) Attend Minneapolis Golf Show to promote Pokegama and the Grand Rapids area
 - i) Work with HR to find Steve Ross Replacement



Survey results

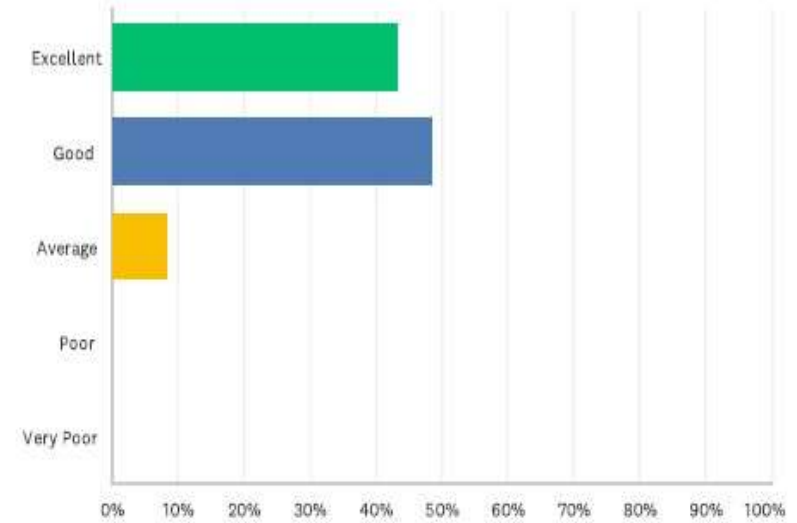
Q1 How would you rate the overall customer service at our golf course in 2024?

Answered: 120 Skipped: 1



Q2 How would you rate the condition of the golf course in 2024?

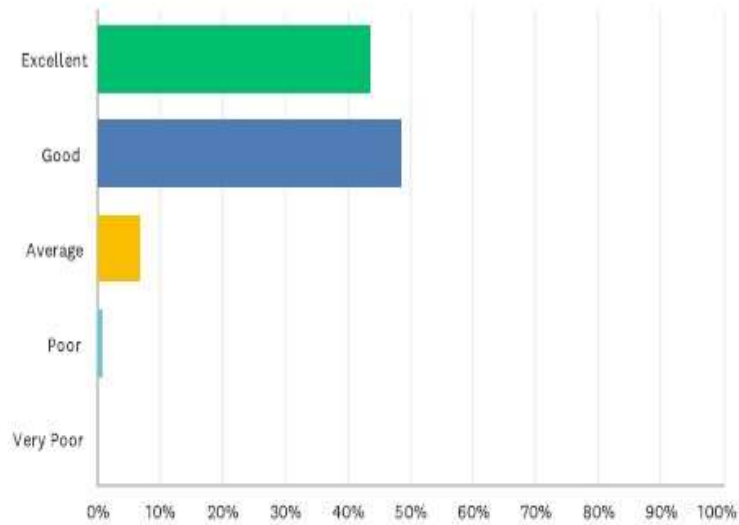
Answered: 120 Skipped: 1



ANSWER CHOICES	RESPONSES	ANSWER CHOICES	RESPONSES
Excellent	63,33% 76	Excellent	43,33% 52
Good	30,00% 36	Good	48,33% 58
Average	5,83% 7	Average	8,33% 10
Poor	0,83% 1	Poor	0,00% 0
Very Poor	0,00% 0	Very Poor	0,00% 0
TOTAL	120	TOTAL	120

Q3 How would you rate the quality of the food at our grill in 2024?

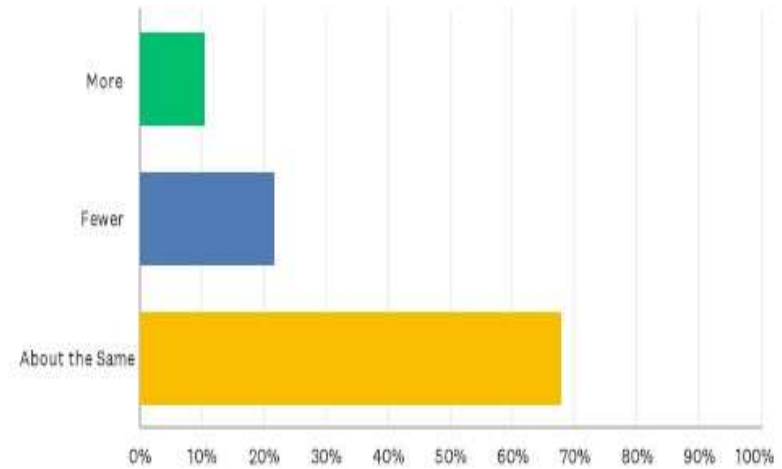
Answered: 117 Skipped: 4



ANSWER CHOICES	RESPONSES	
Excellent	43,59%	51
Good	48,72%	57
Average	6,84%	8
Poor	0,85%	1
Very Poor	0,00%	0
TOTAL		117

Q6 Would you like to see more or fewer golf tournaments that take up the golf course?

Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
More	10,43%	12
Fewer	21,74%	25
About the Same	67,83%	78
TOTAL		115



Questions?

