

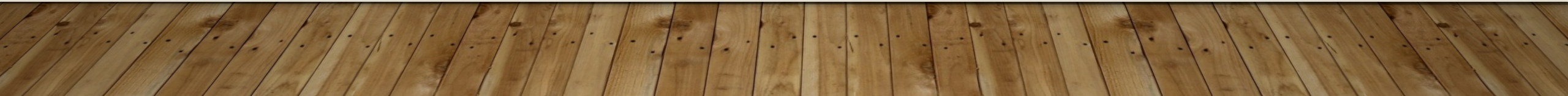
2020 YEAR
IN REVIEW



2020 YEAR IN REVIEW

COVID-19

UGH!



THAT'S THE PRESENTATION, THANK YOU!

OKAY, OKAY...2020 YEAR IN REVIEW

- We are going to take this month by month as this year has been crazy and certainly don't want to leave anything out!

2020 YEAR IN REVIEW

JANUARY

- End 2019 with great momentum and extremely optimistic for 2020.....
 - How couldn't ya right....Cinco De Mayo on a Friday....Fourth of July on a Saturday and you all know all the other happy dates we were all looking forward to
 - Our budget creation was falling in line with record tournament and special event bookings since we had been at the property
 - Friday Jan 3rd, we did over 200 golfers...year is starting off great!
 - That didn't last long as winter showed up for a bit mid January and had week of seasonal closure
 - All good that's typical and rebounded with weather in the 50's and achieving January's revenue budget!

2020 YEAR IN REVIEW

FEBRUARY

- February 1st was 70 degrees, are you kiddin me this is gonna be a killer year!!!!
- Eagle Valley and all our golf course had record rounds in Feb
 - Not only record greens fees and rounds but all revenue outlets were hitting all time Feb highs: driving range, F&B, Merchandise!
- Tournament bookings are well ahead of schedule and our 2020 revenue projections are looking really solid
- We did over 3,000 rounds of golf compared to just over 100 in 2019
 - What a start of the year!

2020 YEAR IN REVIEW

MARCH

- March 1st, High of 33 degrees and course covered in snow...no worries three days later high of 67 and we are playing golf again
 - Thursday March 5th it was 70 degrees and over 220 golfers on the course!!!!
- Spring break right around the corner which is typically slow time in golf for Northern Nevada but then the ugly and notorious COVID-19 was starting to hit the news everywhere.....
- Kids didn't go back to school, youth sports cancelled and then.....March 12th Governor Sisolak issued the first of many Declaration of Emergency Directive.....
 - It was time to become VERY pliable!
- Golf course remained open but operated in the gray area.....

MARCH BLUR.....

- Once the directive from the Governor came out and the many updates that were coming out, we seemed to be implementing new things everyday if not every week- Communication amongst our team and guests were critical
- Bars open, Bars closed, restaurants open, restaurants closed- how do we do what????!!!! Holy cow what a roller coaster!!!!
- Through all that navigation of ever changing COVID-19 guidelines the weather was typical March Northern Nevada weather and we fell just short of revenue budgets for the month

COVID-19 RESPONSE

STAFF EMAIL COMMUNICATION

- ✓ 2020-3-17 - Scott Wackowski email to staff - emphasis on staff staying home if they feel ill
- ✓ 2020-3-18 - Scott Wackowski email to staff - updating operations and two attachments with procedures
- ✓ 2020-3-18 DGM Coronavirus Letter - attached to 2020-3-18 email from Scott Wackowski
- ✓ 2020-3-18 Staff Recommendations for Coronavirus - attached to 2020-3-18 email from Scott Wackowski
- ✓ 2020-3-20 - Scott Wackowski email to staff - additional procedures to limit contact
- ✓ 2020-3-20 - Evan Martin email to staff - procedure for payment of golf, limits contact
- ✓ 2020-4-2 - Scott Wackowski email to staff - emphasizes sanitation and existing procedures
- ✓ 2020-4-6 - more social distancing procedures and reminders

From: scottw@dmgolf.net 
Subject: Updated Golf Course Operations Status
Date: March 20, 2020 at 4:08 PM

To: delgado@dmgolf.net, seang@dmgolf.net, ippolito@dmgolf.net, scottb@dmgolf.net, ray.otis@dmgolf.net, stephkepler@dmgolf.net, johnf@dmgolf.net, chelseal@dmgolf.net, jjdrake@dmgolf.net, kylem@dmgolf.net, Chuck DUREN cduren@dmgolf.net, mikedooley@dmgolf.net, Jim Kepler jimkepler@dmgolf.net, Blake Hinkel hinkel@dmgolf.net, conn@dmgolf.net, Bryan Davis bdavis@dmgolf.net, emartin@dmgolf.net
Cc: Tom Duncan tduncan49@me.com, tj@dmgolf.net

SW

Team-

The Governor has issued another order on all nonessential businesses to close(attached for your review). We will remain open as we currently meet all the criteria in which he has issued necessary to remain open. Here are a few additions we will implement starting tomorrow prior to opening:

- Golf cart rentals will be **single rider only** unless they are family members- only one person in cart at a time- they can put two bags on cart but cannot occupy the cart at same time- 6 foot social distancing
- Retail in golf should will become limited to what we can put behind the counter and that we have single point of contact- ball, gloves, ect
 - ALL OTHER MERCHANDISE SHOULD BE MOVED TO A SECTION OF YOUR GOLF SHOP AND LINNENS USED TO COVER MERCHANDISE AS NON SALE ITEMS
- PUTTING GREEN CUPS WILL BE REMOVED and sand filled to the top of each hole- leaving about quarter inch from top of turf canopy- NO CUPS

Please reply to this email that you have received and will notify your staff to strictly adhere to all of the outlined protocol.

Thanks,

Scott Wackowski
775-544-4727

COVID-19 RESPONSE

MARCH 18 – NEW COVID-19 POLICIES

- Working with the Nevada Golf Course Owners Association we developed guidelines and procedures to implement across all DGM courses.
- Email was sent to database informing them of our COVID-19 procedures
- This information was posted at Eagle Valley and staff was trained in new cleaning and guest contact procedures.



Duncan Golf Management Update

Duncan Golf Management is constantly monitoring the changing developments of the Coronavirus outbreak. We are paying close attention to what the Centers for Disease Control, World Health Organization and local health administrators are relaying to the public for everyone's safety.

Our courses will be opening weather permitting, with strict guidelines provided by the Governor, and to provide a quality outdoor experience to those that are looking to play at our courses: Lakeridge, Wolf Run, Wildcreek, Toiyabe, Eagle Valley and Dayton Valley.

We have taken actions to make everyone feel safe and healthy during their time at a Duncan Golf Management property, we are creating a level of safety through each human contact point of our service.

In anticipation of upcoming visits to our DGM properties, please utilize online booking engines and phone reservations to minimize the time required in the Golf Shop.

Below are steps to increase the health, safety and smooth process for your experience:

- ***During Check in at the Golf Shop*** – Our goal is to make the check in process as quick as possible for everyone involved. To encourage shorter personal interaction time at the check in counter we ask that customers arriving in groups of 2 or more send one person in to pay for the group. For the safety of everyone involved we would encourage credit card transactions verse cash transactions. We'll commit to sanitize and disinfect the check in area on a regular basis throughout the day.

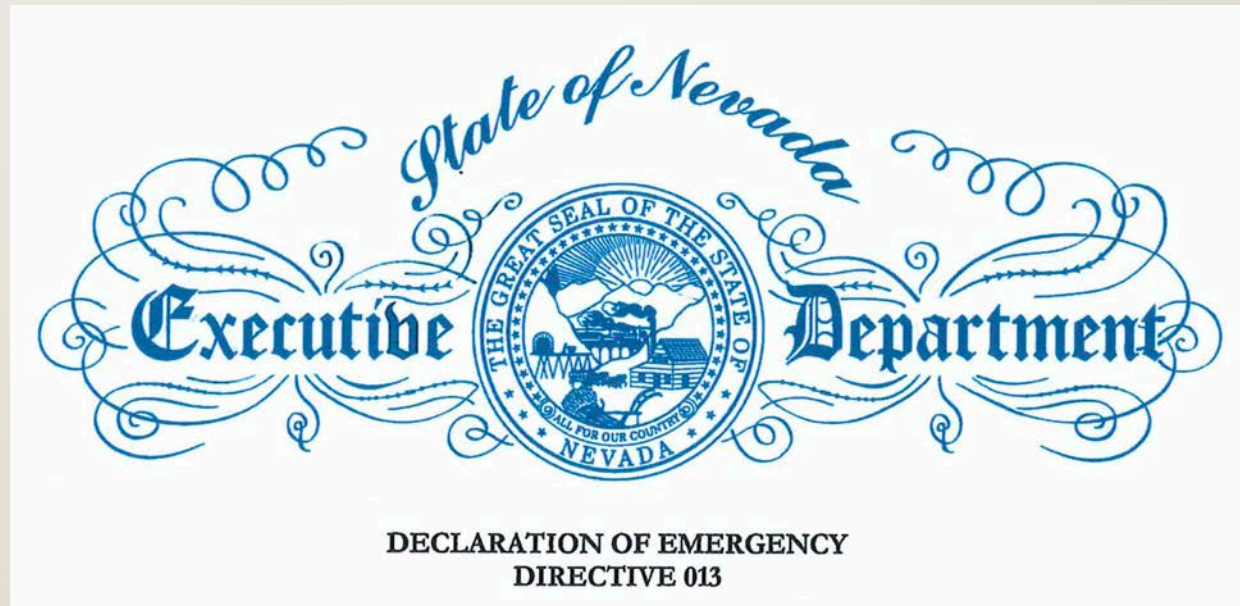
2020 YEAR IN REVIEW

APRIL

- The Masters gets cancelled which is typically the kickoff event each year for the golf season... no biggie, we are open, and people are grateful that they still at least have golf as an outdoor activity.....
- That all came to a gut-wrenching halt on April 9th and turned our world upside down
 - Golf course maintenance was at a critical point in the season to “shut down
- Applied for PPP they minute it opened and received funding fairly fast
- Quickly went from panic to FOCUS - We used the closure to benefit our operations

LET'S PUSH PAUSE ON THE YEAR AND DISCUSS COVID-19 RESPONSE FOR OPERATIONS

- Directive 13 – April 8, 2020
 - Closing of recreational activities, including Golf



COVID-19 RESPONSE

APRIL 9 – COURSE CLOSURE

- Email sent to Eagle Valley members, 50-mile club and general Eagle Valley database – over 2800 contacts
- Informed about the 3-week closure and our plans to improve the golf course conditions and be ready to re-open on May 1.



Duncan Golf Management Closure Update

First and foremost, we would like to thank you and we are grateful for your support since the outbreak of this pandemic. As many of you know, due to the Governor's directive that was announced on April 8, our golf courses have been closed for play through April 30. We appreciate everyone's efforts in practicing the strict guidelines that were set forth during this time, and we look forward to having our guests back at our properties on May 1.

We will take advantage of the time during the next 3 weeks to prepare our golf courses and get them in the best shape possible for the golf season. During this time, you will see maintenance activity on our golf courses and at our clubhouses as we prepare for the golf season. Our staff will continue to practice all recommended procedures including social distancing and sanitation during this time.

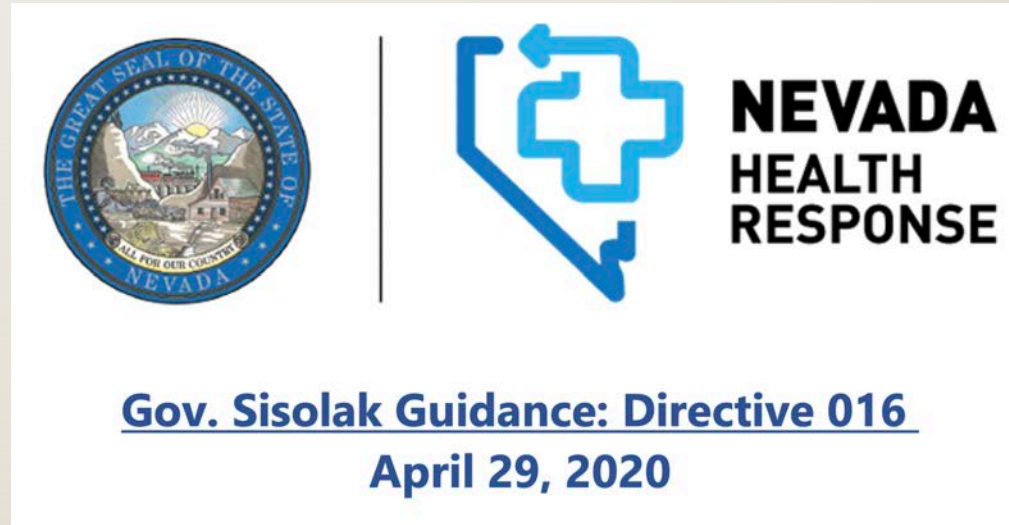
As a reminder, golf play is prohibited and any golfers found on our courses will be required to leave. Let us all work together to stop the spread of this virus. We hope that you and your family remain healthy and safe during these trying times.

APRIL- CON'T

- It was easy to get negative, even scared but we decided to turn the corner and turn it fast!
 - We used the PPP funding to keep people working and each and every department took one week to deep dive into their areas and get completely organized for the upcoming season
 - Our golf course maintenance teams developed project list to get golf courses fully detailed “IF” and when we opened again
 - Each department during that second week was on the golf course helping maintenance get ready for the season- IT WAS AWESOME! Employees loved that they were still working and have to tell ya when there aren't and golfers.....its a really spectacular venue to work!
 - April finished with only 8 revenue generating days and close to \$130K behind or 14% of total budget!

DIRECTIVE 16 – APRIL 29, 2020

- Directive 16 – April 29, 2020
 - Re-opening of golf courses



REOPENING LIST OF COVID-19 OPERATING PROCEDURES

Actions Specific to Golf/Club Operations

- After each use we will clean & sanitize golf carts high touch areas (i.e. steering wheels, cup holders, seats) before going back out for use. Consider having sanitizer wipes available for golfers in the golf cars.
- All cart attendants will wear rubber gloves to attend to guests.
- Space golf cars in staging area (i.e. further apart to accommodate appropriate social distance of six feet or more). Allow one person to ride per cart if requested.
- Golf bag must always remain in the golfer's possession. After play, no staff member should handle bag. Recommend keeping in car or at home.
- Bag storage currently will not be available. We will retrieve a bag for the day, but it is the Members responsibility to take it with them after they play or practice. It will not be returned to the bag room. Also please keep the bag storage room locked so we can have the conversation with the member.
- All bathroom's door handles will be clean & sanitized each hour. Hand sanitizers

- available in every bathroom.
- Walking will be encouraged.
- Restaurants (where available) should REMOVE tables to allow appropriate social distancing.
- Offer one cart per person.
- Bunker rakes and flagsticks will be removed from the golf course. We recommend automatic two putt on greens during the round.
- Every hour we will clean & sanitize of on course restroom facilities.
- Clean & sanitize the bar gun each hour.
- All entry and exit door handles will be cleaned & sanitized each hour. This will include all restroom countertops as well as faucets and restroom stall doors and handles.
- All drinks will be of the pre-packaged variety
- Member & Guests will mix their own drinks, staff will provide ice.
- All food orders will be presented in to go boxes with disposable utensils. This

- includes individual packages for condiments.

General Actions to Prevent the Spread of Covid-19

- Wash your hands, wash your hands, wash your hands! Don't touch your face.
- Install hand sanitizer stations throughout the facility with member/guest activity (i.e. clubhouse, admin offices and locker rooms).
- Institute more frequent and thorough cleaning procedures for high touch areas (i.e. doorknobs, light switches, tables, chairs, etc.).
- Educate members/guests and staff as to the protocol of social distance, hand washing and other best practice recommendations put forth by the CDC.
- Encourage facility members/guests and staff to recognize proper social distance of six feet or more from others to limit physical contact such as handshakes.
- Encourage members/guests and staff members who do not feel well to stay home.
- Staff members should wash your hands and sanitize as frequently as you can

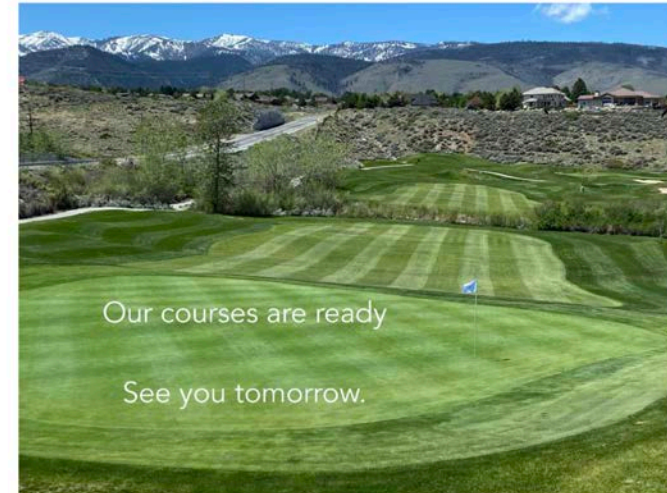
COVID-19 RESPONSE

APRIL 30 – COURSE OPENING

- Email sent to entire DGM database announcing the re-opening of the golf course, thanking golfers for their patience and reminding them of our procedures
- The email provided a link to COVID-19 policies, phone number to make tee times and link to the online booking engine.



All courses open tomorrow

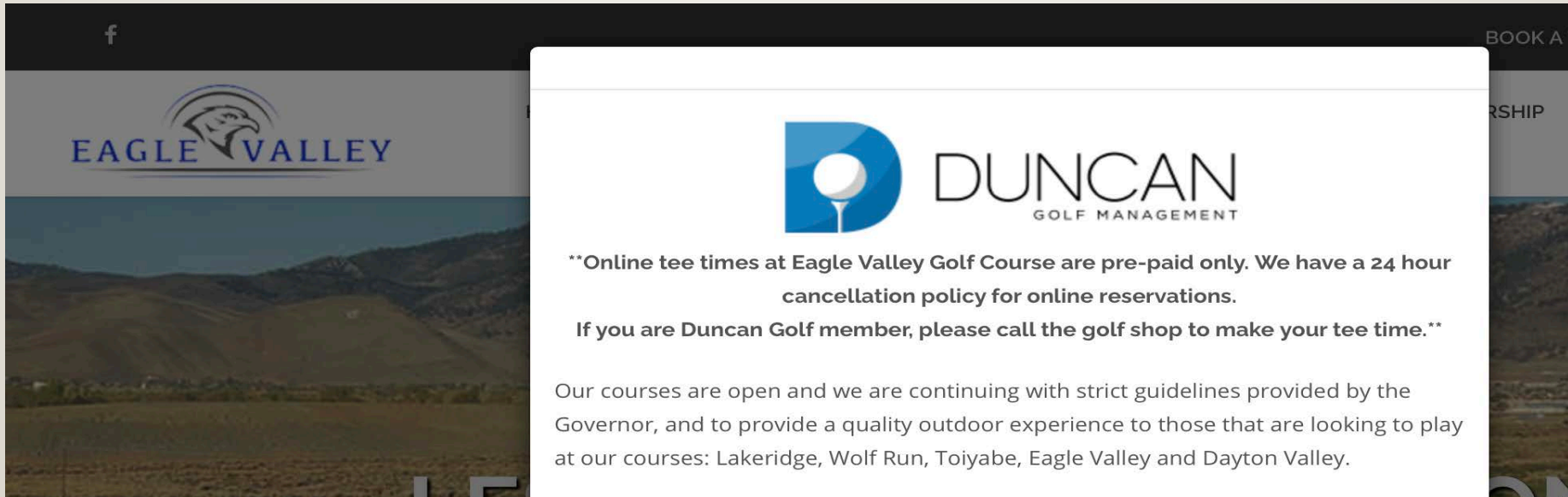


We are excited to be allowed to re-open our golf courses under Phase 1 in the Governors 'Roadmap to Recovery'. We will continue to adhere to the strict guidelines provided to us by the Governor.

*"We would like to express our gratitude and thank our membership for being positive and understanding while we adjusted to the changes brought on by COVID-19. Also, we want to recognize our employees for their positive attitude while being flexible with the additional procedures we have in place.
Enjoy your days on the golf course" - Tom Duncan*

ONLINE PRESENCE

- Implemented online pre-paid tee time reservations to limit guest contact in the golf shops
- Website – added popup page to inform web visitors of COVID-19 policies and stand-alone webpage with policies.
- All online reservation confirmation emails had a link to the website to review our COVID-19 policies



COVID-19 RESPONSE

PROPERTY SIGNAGE



COVID-19 POLICY

1. **MANDATORY SOCIAL DISTANCING** - ENSURE THAT 6 FEET OF SOCIAL DISTANCING IS MAINTAINED AT ALL TIMES
2. NO TOUCHING THE FLAGSTICKS AND RAKES HAVE BEEN REMOVED FOR YOUR SAFETY. PLEASE SMOOTH BUNKERS AS BEST YOU CAN.
3. **PLEASE DO NOT LEAVE TRASH IN THE CARTS.** STAFF WOULD APPRECIATE IT! DEPOSIT TRASH IN THE TRASH CAN PROVIDED IN THE CART RETURN AREA.
4. WHEN FINISHED WITH YOUR ROUND, PLEASE TAKE YOUR CLUBS DIRECTLY TO YOUR CAR. EMPLOYEES WILL NOT HANDLE YOUR CLUBS.

NO SHIRT

NO SHOES

NO MASK

NO SERVICE



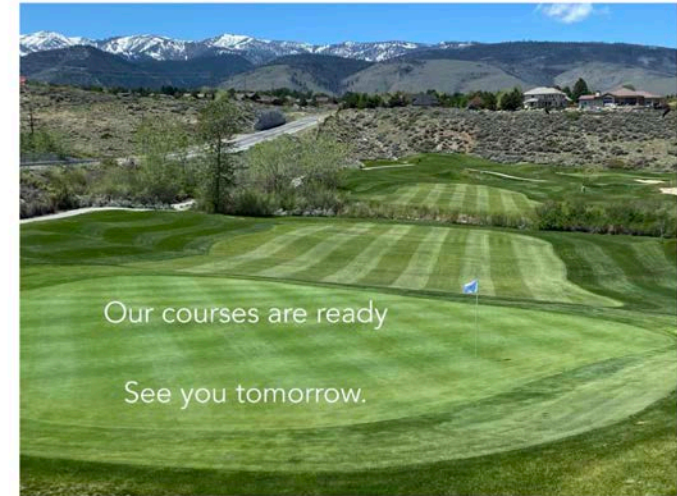
COVID-19 RESPONSE

MAY 1 – COURSE RE-OPENING

MAY 1ST
WE CAN
OPEN!



All courses open tomorrow



We are excited to be allowed to re-open our golf courses under Phase 1 in the Governors 'Roadmap to Recovery'. We will continue to adhere to the strict guidelines provided to us by the Governor.

*"We would like to express our gratitude and thank our membership for being positive and understanding while we adjusted to the changes brought on by COVID-19. Also, we want to recognize our employees for their positive attitude while being flexible with the additional procedures we have in place.
Enjoy your days on the golf course" - Tom Duncan*

2020 YEAR IN REVIEW

MAY!

- Golf course across the state could reopen under strict guidelines before mentioned
- Self imposed NO shotgun starts as it would lead to too many gathering before and after rounds of golf
- Suffered massive cancellations as tourism travel and group events were not allowed
- May 1st was 70 degrees and did over 300 rounds!
 - People are grateful to be playing golf

2020 YEAR IN REVIEW

MAY CONTINUED

- Starting seeing families and people that haven't played the game for years continuing to come out to the course
- May averaged over 240 golfers 7 days a week!
- As golf seemed to be the only active most could do safely outdoors, we crushed our May revenue budget by over \$50K
- Small local tee time golf events started to occur towards the end of the month and rebooking of golf events was taking place for later in the year
- HOPE was in the air for golf! May ended with nearly 6,000 paid rounds of golf compared to just over 3,000 the previous year!

2020 YEAR IN REVIEW

JUNE

- June started slow in comparison to previous years, but our daily local golfer was still frequenting the golf course regularly
 - Average almost 230 golfer 7 days a week
- With still so much uncertainty, there were still many golf and special event cancelations occurring
- June is the second largest revenue generating month of the summer and we fell just short of revenue budget
 - Most years this would have felt like a failure, but this year was a huge WIN, and we are feeling great where golf is currently at in our local market!
- June finished with almost 5500 paid rounds of golf compared to 4500 the previous year!

2020 YEAR IN REVIEW

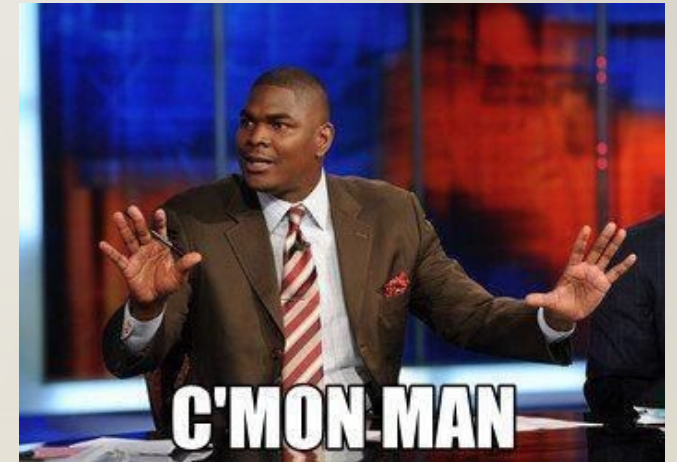
JULY

- July continued to be the same song and dance as May and June with many cancelations with the uncertainty of tourism travel, but local golfer was strong
- July is our budgeted highest revenue month of the summer and we were getting a little nervous as tournament play drives our largest single revenue stream for the month
 - YTD July tournament projections were just over 2700 and only did little over 1400- Bad thing is this is our highest average green fee; GOOD news is daily fee play was at all time high!
- July completed our third month in a row with record paid rounds for July just under 5500 compared to 4500 the previous year!
 - Averaged over 230 golfer 7 days a week!

2020 YEAR IN REVIEW

AUGUST

- Bit of a broken record with tournament cancellations but we started to see some momentum not for 2020 but 2021 bookings are starting to look very optimistic with groups cancelling their trips to the region this year but plan to return next year!
- COVID-19, lack of tournament play and tourism gonna slow us down how....about you try some SMOKE - Com ON MAN!
- August was hot and it always is and did not deter the local golfer
 - August completed the fourth consecutive month of record-breaking paid rounds of golf by over 1300 more than the previous year!
 - Averaged over 230 golfers a day 7 days a week!
 - Range revenue also finished its fourth straight record month highs in revenue!
 - By end of September we should eclipse our annual total from pervious!



2020 YEAR IN REVIEW

SEPTEMBER

- While we are only halfway thru the month at the time of the creation of this presentation- WE REMAIN POSITIVE ABOUT THE FUTURE OF GOLF!
- Tournament play still down but with casinos opening back up we should have our strongest month of the year
- Daily play is still averaging over 220 golfers 7 days a week even with reduced sunlight
- The new and some old faces we haven't seen for awhile returning to the game of golf is a good indicator for golf in the future
- The PGA tour is back in swing with US OPEN coming and the Masters rescheduled for November should continue our momentum thru the fall

MARKETING & GOLF PROMOTIONS REVIEW

DGM has utilized these tactics and many have changed or been cancelled due to COVID-19

WHAT WE DID

- Eagle Valley Website
- DGM Tournament Series
- Junior Programs
- 50 Mile Club
- Weekly Golf Promotions
- Bully's Fathers Day
- Social Media
- Golf Shows
- Magazines

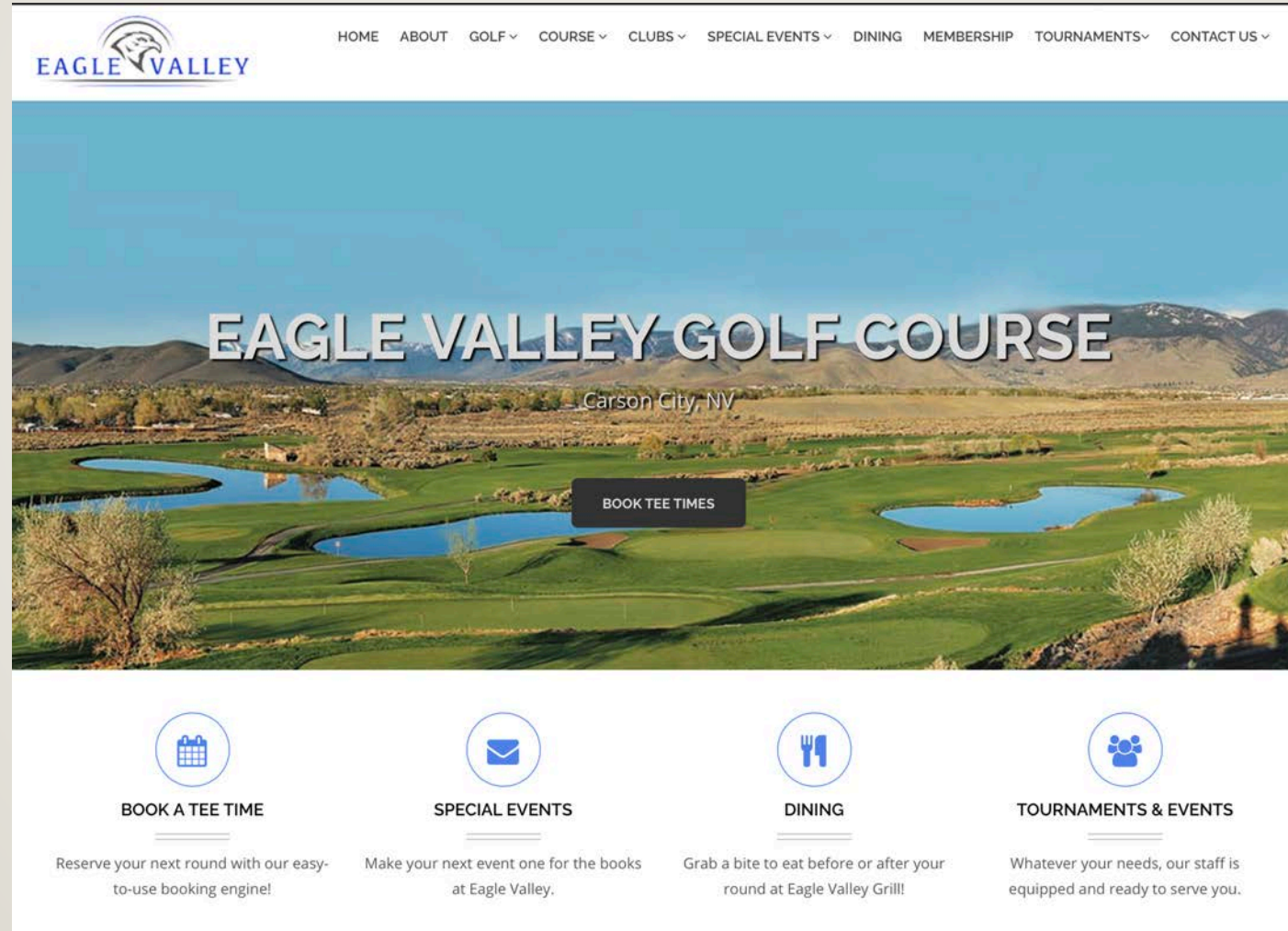
WHAT WE DIDN'T DO

- ~~TV~~
- ~~Email marketing~~
- ~~Member of the Month Contests~~
- ~~High School Sponsorships~~
- ~~Cart Sponsorships with local Hotels~~
- ~~Concert Under the Stars~~
- ~~Aces Game Promotions~~
- ~~Fred Alexander Clinic~~

2020 YEAR IN REVIEW

EAGLEVALLEYGOLF.COM

New stand-alone website launched in February



2020 YEAR IN REVIEW

DGM TOURNAMENT SERIES

- Inaugural 5 date tournament series
- Over 70 players at Eagle Valley
- 27 hole – 2-person, net birdie format – very popular
- 2021 planning already started



***Less than 2 weeks away, August 16,
reserve your tee time!!***

Don't miss out on our next event!!!

2x points event for season series!!!

**DGM Tournament Series moves to Eagle
Valley**

Our fourth date for the DGM Tournament series will be August 16 at Eagle Valley Golf Courses, both East & West.

This will be an 27 Hole (18 holes on the West course, 9 holes on the East course) 2 Person Net Birdie format. Due to Covid-19 procedures, we will begin tee times at 7:57am.

2020 YEAR IN REVIEW

JUNIOR GOLF PROGRAMS



Attendance
is up 30%
over 2019

First Tee Nine Core Values

First Tee has established Nine Core Values that represent some of the many inherently positive values connected with the game of golf.

By participating in First Tee, kids are introduced to these core values which are incorporated throughout the program. Parents are encouraged to reinforce these behaviors by talking about them, what they mean and what these behaviors can look like at home.

1	Honesty	more ↓
2	Integrity	more ↓
3	Sportsmanship	more ↓
4	Respect	more ↓
5	Confidence	more ↓
6	Responsibility	more ↓
7	Perseverance	more ↓
8	Courtesy	more ↓
9	Judgment	more ↓



INAUGURAL YEAR

A junior tour customized for all age groups and abilities!

First tournament at Eagle Valley hosted over 70 junior competitors

2020 YEAR IN REVIEW

50 MILE CLUB

- Sales up 175 YTD from 2019
- 2020 sales – 1,320
- 2019 sales – 1,145



The graphic features a background image of a golf course with a clubhouse and mountains. A large blue oval at the top contains the text '2020 50 MILE CLUB MEMBERSHIP'. Below this, a white box with a grey border says 'RECEIVE SPECIAL DEALS & MEMBERSHIP BENEFITS'. To the right, a golf ball graphic displays '\$70 to Join'. A green box lists 'WHATS NEW FOR 2020' with four bullet points: '10 - \$45 Rounds at Toiyabe Golf Club', '10 - \$35 Rounds at Dayton Valley Golf Club', '10 - \$35 Rounds at Eagle Valley West Course', and '10 - \$25 Rounds at Eagle Valley East Course', followed by '*Bonus Punch Card Provided*'. To the right of this is a 'BONUS!' section: 'Also Receive 10 Special Discounted Rounds'. A light blue box on the right lists details: 'Includes: 10 Discounted Rounds Certificates (Rounds Valid November 1, 2019 to April 30, 2020)', 'Special Green Fee is \$25 on both Eagle Valley & Dayton Valley', and '5 rounds at each course (Special Green Fee Rounds Do Not Include Lunch)'. A 'BENEFITS INCLUDE:' section lists: '2 FREE Rounds at either Eagle Valley or Dayton Valley 4', 'FREE Drink Tokens (2 each at Eagle Valley & Dayton Valley)', 'Special Discounts' (including '\$5 Lunch available 7 days a week at Eagle Valley', '\$10 OFF Peak Season Rates only', and '\$5 OFF Twilight'), 'Advanced Tee Times (14 days)', 'Member Guest Rates at all DGM Courses', and 'Super Discounts on Green Fees & Other Benefits Year-Round At Eagle Valley Golf Course'. The bottom of the graphic has a light blue footer with 'PRESENTED BY: Duncan Golf Management www.duncangolfreno.com' and the 'DUNCAN GOLF MANAGEMENT' logo.

**2020
50 MILE CLUB
MEMBERSHIP**

**RECEIVE SPECIAL DEALS &
MEMBERSHIP BENEFITS**

**\$70
to Join**

WHATS NEW FOR 2020
10 - \$45 Rounds at Toiyabe Golf Club
10 - \$35 Rounds at Dayton Valley Golf Club
10 - \$35 Rounds at Eagle Valley West Course
10 - \$25 Rounds at Eagle Valley East Course
Bonus Punch Card Provided

BONUS!
*Also Receive 10 Special
Discounted Rounds*

BENEFITS INCLUDE:

- > 2 FREE Rounds at either Eagle Valley or Dayton Valley 4
- > FREE Drink Tokens (2 each at Eagle Valley & Dayton Valley)
- > Special Discounts
 - \$5 Lunch available 7 days a week at Eagle Valley
 - \$10 OFF Peak Season Rates only
 - \$5 OFF Twilight
- > Advanced Tee Times (14 days)
- > Member Guest Rates at all DGM Courses
- > Super Discounts on Green Fees & Other Benefits Year-Round
At Eagle Valley Golf Course

Includes: 10 Discounted
Rounds Certificates
*(Rounds Valid November 1,
2019 to April 30, 2020)*

Special Green Fee is \$25
on both Eagle Valley &
Dayton Valley
5 rounds at each course
*(Special Green Fee Rounds
Do Not Include Lunch)*

PRESENTED BY: Duncan Golf Management
www.duncangolfreno.com

DUNCAN
GOLF MANAGEMENT

2020 YEAR IN REVIEW

WEEKLY GOLF PROMOTIONS

- SUPER TUESDAYS
 - Total rounds are up 6% on Tuesdays compared to 2019
- MENS CLUB SUNDAYS
 - New for 2020 Men's club – added a Sunday League – great attendance
- WEDNESDAY SKINS GAME
 - 9-hole skin game – record year, averaging 30 players per week



East Course
\$25

West Course
\$35

AT EAGLE VALLEY
EVERY TUESDAY

CHOICE OF LUNCH OR BEVERAGE AFTER 9:30AM

Includes 18 holes of golf, with cart!

*Not valid for tournaments

2020 YEAR IN REVIEW

BULLY'S BAR & GRILL FATHERS DAY PROMOTION

- Promoted through Bully's Website, Social Media and each Bully's location
- Enter to Win a Round for TWO at Eagle Valley, Lakeridge, Wolf Run and \$100 in Bully's Bucks
- Over 700 Entries!!!

The image shows a Facebook post from Eagle Valley Golf, dated June 18. The post text reads: "We have our annual [Bully's Sports Bar and Grill](#) Ultimate Fathers Day Giveaway happening now. Not only a foursome of golf but \$100 in Bully's Bucks, enter today....". Below the text is a promotional graphic for the "ULTIMATE FATHER'S DAY GIVEAWAY". The graphic features a golfer in a white shirt and red cap swinging a golf club. The text "ULTIMATE" is in a red banner, "FATHER'S DAY" is in large white letters, and "GIVEAWAY" is in smaller white letters below. In the bottom left of the graphic, it says "Enter to win \$100 in Bully's Bucks and a round of golf." In the bottom right is the Bully's Sports Bar & Grill logo. Below the graphic is a post from Bully's Sports Bar and Grill, dated June 17.

Eagle Valley Golf
June 18 · 🌐

We have our annual [Bully's Sports Bar and Grill](#) Ultimate Fathers Day Giveaway happening now. Not only a foursome of golf but \$100 in Bully's Bucks, enter today....

ULTIMATE
FATHER'S DAY
GIVEAWAY

Enter to win \$100 in Bully's Bucks and a round of golf.

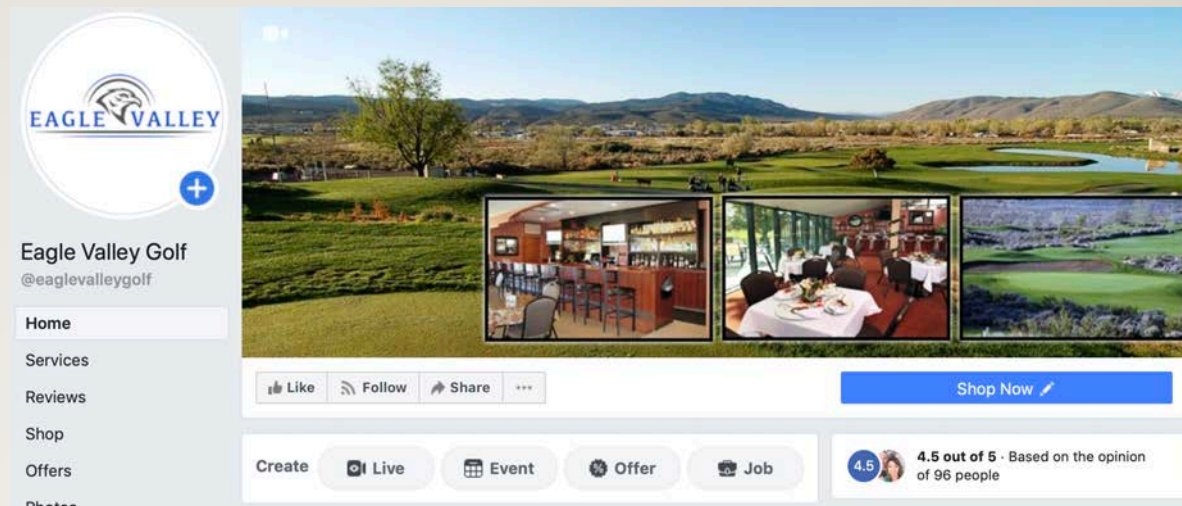
Bully's
SPORTS BAR & GRILL

Bully's Sports Bar and Grill
June 17 · ⚙️

2020 YEAR IN REVIEW

SOCIAL MEDIA

- Actively on posting on Facebook, Yelp, Instagram and Twitter
- Promoting:
 - Seasonal Rates
 - Membership details
 - Public special events
 - Golf instruction tips
 - News and updates



2020 YEAR IN REVIEW

MAGAZINES & PUBLICATIONS

- DGM purchased advertisements featured in Golfing Nevada Magazine
- Golfing Nevada Magazine is the directory for the golf lifestyle for all Northern and Southern Nevada
- Profile page for Eagle Valley

EAGLE VALLEY GOLF COURSE



3999 Centennial Park Dr.
Carson City, NV 89706
775-887-2380
www.duncangolfreno.com

COURSE DETAILS
Designer: Arthur Jack Snyder
36 Holes, Par 72

Eagle Valley East
6,618 Yards from Back Tees

Eagle Valley West
6,851 Yards from Back Tees

PRACTICE FACILITY
Driving Range
Putting Green
Chipping Area

PROPERTY AMENITIES
Instruction
Junior Lessons
FootGolf

RESTAURANT/DINING
Eagle Valley Grill



2020 YEAR IN REVIEW

TV EXPOSURE



COVID-19

with
Group.
on local
channels 4, 11 & 21



2020 YEAR IN REVIEW

EMAIL MARKETING

- Consistently sent to entire database for each DGM property
- Includes:
 - Upcoming events
 - COVID-19 updates
 - Current contests & promotions
 - Rate information

COVID-19



MEMBER OF THE MONTH

- ▶ Drawing held each month
- ▶ Five DGM properties
- ▶ Flowing Ticks
- ▶ Members like the "Trial Membership" so much that they want to get a full membership

COVID-19

VA
MONTH

Lakeridge,
Wildcreek!



Name: _____
Phone: (____) ____-____
E-Mail: _____

Interested in Information from:

- Lakeridge Golf Course
- Wolf Run Golf Club
- Dayton Valley Golf Course
- Eagle Valley Golf Courses
- Wildcreek Golf Course



2020 YEAR IN REVIEW

CONCERT UNDER THE STARS

- ▶ The 11th Concert Under the Stars SOLD OUT

COVID-19



ACES GAMES

- ▶ Sponsorship
Reno Aces
- ▶ Participation on
Reno Aces membership and
Events

COVID-19



2020 YEAR IN REVIEW

FRED ALEXANDER JUNIOR CLINIC

▶ Over 350 kids & families
attend every year

GOALS

- ▶ ...wing
- ▶ Free clubs for Juniors
- ▶ Lunch & Prizes

COVID-19



2020 YEAR IN REVIEW

IMPROVE THE OVERALL GOLF EXPERIENCE

- With the before mentioned we noticed a significant change in customer expectation of Eagle Valley
- Online reviews went to the worst to what felt like the best the golf course had ever seen
- From the course improving, trusted rates, and amazing golf carts the golf experience had improved dramatically
- This was HUGE for our local hotel partners that had stopped sending golf groups to Eagle Valley



2020 YEAR IN REVIEW

ONLINE REVIEWS

szemrox
 Played On 08/08/2020
 Reviews 11 Handicap 15-19 Skill Intermediate Plays Once a week

I Recommend This Course

★★★★★ Verified Purchaser First Time Playing

Super fun, easy and straightforward

Had a birthday weekend up in Tahoe. I wanted to have fun, easy golf course and found it on the east course. The drive to the course was easy and didn't take long from Tahoe. The course was super fun and the greens rolled great. I would love to come back and play this again or even try the west course. This place was great.

[Show Less](#) ^

Conditions	Value	Layout	Friendliness	Pace	Amenities
Excellent	Excellent	Good	Excellent	Excellent	Excellent

Helpful (0)

Not Helpful (0)

[Comment](#) [Share](#) [Report](#)

Matthew Mathisen
 ★★★★★ 6 weeks ago

Great place to play for the price and you can play an easy relaxing round on the east course or challenge yourself on the west course highly recommend it

[Reply](#)

Donald Tormondsen
 ★★★★★ 6 weeks ago

Awesome golf east is good starter course west is a good challenge service is top notch.

[Reply](#)

Robert Ladiges
 ★★★★★ 6 weeks ago

Great value for a really good golf course!! Maintained well, friendly staff!

[Reply](#)

skiteacher

05/04/2020

Handicap: n/a Plays: Once a week

★★★★★

Recommend

First time out for the season! It felt REALLY GOOD to get back out on the course again. The course was in pretty good shape & I liked the precautionary measures taken to keep your guests safe. I especially liked the new pin design, where the ball is allowed to fall, but not to the bottom of the cup. Very smart. See you again later this week!

Comment

18 Hole Pace of Play: Excellent	Course Conditions: Average	Staff Friendliness: Good
Value for the Money: Average	Off-Course Amenities: n/a	Course Difficulty: n/a

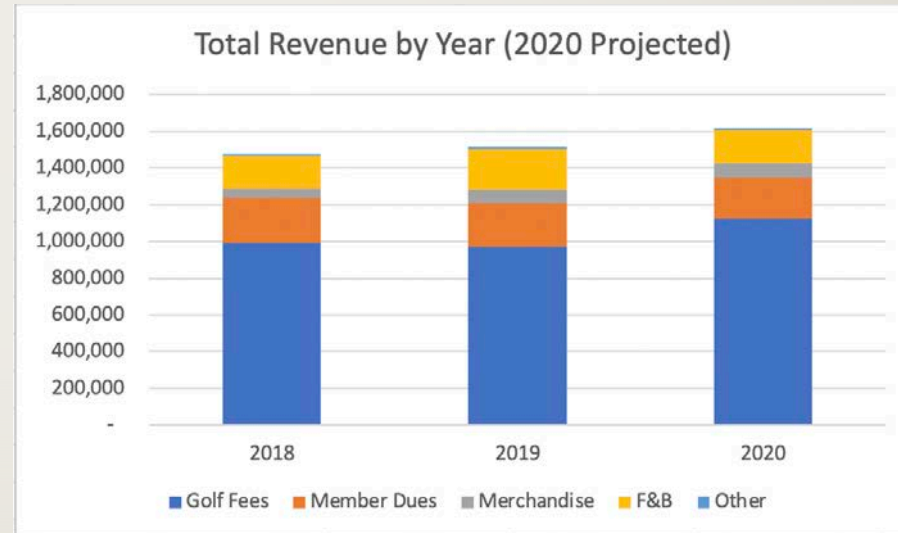
2020 YEAR IN REVIEW

BY THE NUMBERS.....

- Driving Range revenue is up 16% from 2019 and 27% from 2018
- Golf shop merchandise is down 1% from 2019, up 37% over 2018
- Total Golf revenue up 5% from 2019
- Golf rounds are up 17% YTD, 24% since COVID-19 re-opening (over 1700 more rounds each month, May-Aug)



FINANCIALS



Total Revenue by Year (2020 Projected)				
Revenue	2018	2019	2020	Avg Yearly Growth
Golf Fees	990,534	969,856	1,122,775	6.68%
Member Dues	246,241	238,188	225,342	-4.24%
Merchandise	50,569	72,187	76,036	25.18%
F&B	178,625	220,528	184,784	1.72%
Other	10,898	14,859	5,323	-25.58%
Total	\$ 1,476,867	\$ 1,515,618	\$ 1,614,260	4.65%

CONCLUSION

- We remain optimistic for Eagle Valley and golf in general!