



Cranberry Township Board of Supervisors

April 24, 2019

Clubhouse Chronicles

- Weather continues to be a hot/ "cold" subject. Mother Nature will not let go of winter. The good news is the days we have been blessed with nice weather, we have been extremely busy. The pent up demand is out there.
- That being said, after a slow start, April is shaping up to be a good month. We are on pace to do 2,775 rounds and \$133,400 in total revenue. This will be above our 5-year average and overall average for the month.
- The Customer Loyalty Program is still attracting new members at a brisk rate. The customers get to participate in a great rewards program, and the course is building customer loyalty and an email base. The email base is used for marketing communications and tee time confirmations.
- The returning and new pro shop staff has received training on Pro Shop Keeper upgrades, the use of our new Credit Card Chip readers, and the App.
- The lesson teaching staff of Jody Barrett and Shawn McCall have revamped our lesson packages and look forward to a busy season. We just completed our new SNAG golf Jr clinic. We will revisit SNAG in the Fall. Our New Couples Clinic was very well received so an additional session has been added.
- The course has seen a noticeable increase in outing leads. We have picked up 3 new outings alone in the past week. We look for this trend to continue.

Fairway Facts

- We are still in the process of putting together our 2019 Seasonal Staff. Hiring/Finding long term seasonal staff has been very difficult.
- Greens have been mowed twice as we are starting to get into the growing season. We should get into a daily pattern within the next few weeks.
- Greens have been fertilized the week of 4-15.
- There are still a few more amendments to apply to the greens and this will be done by the end of April.
- Tee aeration and topdressing was completed the week of 4-1.
- Tee amendments have been applied the week of 4-8.
- Fescue mowing started the week of 4-15 and will continue until done. As this is finished, we will spray out all the fescue for weeds.
- All bunker sand has been reset and rakes have been placed. Bunkers that are deficient in sand will have it added throughout the month of May.
- We had a major irrigation repair on hole 4 by the tee to a 3-inch pipe. That was the week of 4-15.
- Clubhouse mulching is underway and will be completed by the end of April.
- Rough mowing has started the week of 4-22.
- Pavilion blinds will be put up by the end of April.
- Tee beds have been edged and mulched throughout the course the week of 4-1.
- Fertilization of the rough will be done the week of 4-22.