

JULY 4 HOLIDAY PERIOD RECAP

JULY 25, 2025





PURPOSE – NO ACTION

Provide the board of directors with a recap on amenity utilization over the 4th of July holiday period and key take aways



4th OF JULY HOLIDAY PERIOD HIGHLIGHTS + KEY TAKEAWAYS

- Weather: Moderate temperatures but windy, especially on July 2 and 3, with some scattered showers
- Sold out both nights of Summer Concert on the Green, very positive feedback through post-event survey
- July 1-3 reservations for recreation pool access and Marina with member priority reservation window. Reservation platform issues caused us to drop reservations on July 4-6.
- No reservations at Northwoods Pool
- Reservations were a key driver in major uptick in support from Member Services Office
- Strong bar sales at the Marina Deck offset some budget misses in F+B, consolidated F+B right on budget.
- Golf rounds were up in the 7-day period, with total rounds of 1,312 (versus 1,207 in 2024)



4th OF JULY HOLIDAY PERIOD HIGHLIGHTS + KEY TAKEAWAYS

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- Reservation System Challenges
 - Saturday's (June 28) reservation launch (reservations for July 1) resulted in a few members calling Member Services indicating they were having issues booking reservations. IT was notified and discovered a large volume of error logs. The store was re-booted and call volume reduced significantly.
 - Sunday's launch (reservations for July 2) once again had several members calling Member Services indicating they were not able to complete a reservation transaction. The store was re-booted, but the problems continued. IT reviewed the error logs but there was no consistency to the problems. Several attempts were made to replicate the problem, but every test transaction was able to be completed. Reservations were being booked so it was clear the problems were intermittent.
 - Monday's launch (reservations for July 3) brought an inordinate amount calls to Member Services from members indicating problems with booking reservations. It was at this point the leadership team met to decide an alternate course of action. It was decided to abandon the reservation plan and institute an alternative plan giving the short window of reservation requirements.
 - July 4-7, there would be no more reservations, but **only** members and accompanied guests would be able to access Trout Creek and the Beach Club before noon.
 - After action review findings and drafting 2026 Amenity Access Operating Plan

SOLD OUT! SUMMER CONCERT ON THE GREEN



	Actual	Budget
	2025	2025
Tickets	\$ 186,405	\$ 183,051
F&B/other	\$ 8,320	\$ 5,200
Sponsorship	\$ 9,600	-
Total Revenue	\$ 204,325	\$ 188,251
Expenses	(\$ 85,958)	(\$ 86,200)
NET OPERATING RESULTS	\$ 118,367	\$ 102,051



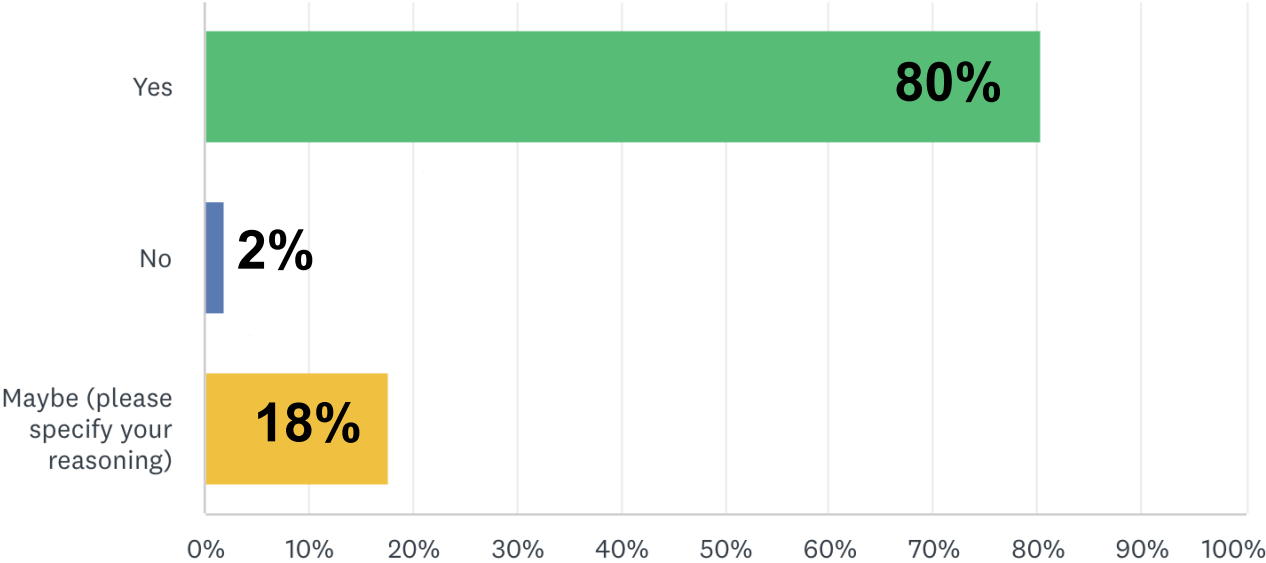
SUMMER CONCERT POST-EVENT SURVEY

How would you rate your overall experience at the event?



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	1.88% 5	1.50% 4	4.89% 13	22.56% 60	69.17% 184	266	4.56

Would you attend next year's Summer Concert on the Green?



TROUT CREEK VISITATION

July 1-7, 2024			June 30-July 6, 2025			Variance
Rec Fee Mem (free)	6,383		Rec Fee Mem (free)	4,894		
Daily Fee Mem	288		Daily Fee Mem	315		
Mem Total	6,671	84%	Mem Total	5,209	74%	-1,462
Accompanied Gst	523		Accompanied Gst	743		220
Unaccompanied Gst	473		Unaccompanied Gst	239		-234
Gst Total	996	13%	Gst Total	982	14%	-14
STR	-	0%	STR	313	4%	313
Emp	197	2%	Emp	251	4%	54
Re-entry	94	1%	Re-entry	291	4%	197
Total	7,958		Total	7,046		-912

- July 1-3 reservations for recreation pool access with member priority reservation window, 175-person limit for each reservation period. No reservations July 4-6 due to technical difficulties
 - In 2024, reservations from July 1-7, same limits per reservation period
- Much cooler weather affected overall visitation
- 2024 unaccompanied guest visitation includes STR visits. 2025 STR visits exceed reduction in unaccompanied guest visits YoY.





BEACH CLUB

- Reservations July 1-3, no reservations July 4-6
 - No reservations in 2024
- Colder weather and wind impacted visitation during the period
 - Record heat in 2024 drove high volumes to the Beach Club
- Shuttle service from the high school was for July 4, 5 and 6
- Deck addition was received very positively by the membership

July 1-7, 2024			June 30 - July 6, 2025			Variance
Rec Fee Mem (free)	4,236		Rec Fee Mem (free)	3,674		
Daily Fee Mem	<u>358</u>		Daily Fee Mem	<u>292</u>		
Mem Total	4,594	66%	Mem Total	3,966	67%	-628
Accompanied Gst	1,575		Accompanied Gst	1,193		-382
Unaccompanied Gst	<u>687</u>		Unaccompanied Gst	<u>440</u>		-247
Gst Total	2,262	33%	Gst Total	1,633	28%	-629
STR	-	0%	STR	185	3%	185
Emp	97	1%	Emp	77	1%	-20
Re-entry	-	0%	Re-entry	58	1%	58
Total	6,953		Total	5,919		-1034

TENNIS CENTER

- We had solid utilization of the Tennis Center, nearly flat to last year
- Members are taking advantage of the member priority reservation window and playing with their personal guests
- 2025 STR visits nearly matched the decrease in unaccompanied guest visits from the prior year

July 1-7, 2024			June 30 - July 6, 2025			Variance
Rec Fee Mem (free)	1,503		Rec Fee Mem (free)	1,294		
Daily Fee Mem	80		Daily Fee Mem	87		
Mem Total	1583	82%	Mem Total	1,381	74%	-202
Accompanied Gst	272		Accompanied Gst	385		113
Unaccompanied Gst	46		Unaccompanied Gst	20		-26
Gst Total	318	16%	Gst Total	405	22%	87
STR	-	0%	STR	30	2%	30
Emp	37	2%	Emp	56	3%	19
Re-entry	-	0%	Re-entry	-	0%	0
Total	1,938		Total	1,872		-66



TAHOE DONNER



NORTHWOODS POOL

- Last year, Trout Creek reservations had a significant impact on Northwoods Pool visitation
- Much colder weather this year had the opposite effect on visitation

July 1-7, 2024			June 30 - July 6, 2025			Variance
Rec Fee Mem (free)	655		Rec Fee Mem (free)	537		
Daily Fee Mem	92		Daily Fee Mem	59		
Mem Total	747	59%	Mem Total	596	68%	-151
Accompanied Gst	232		Accompanied Gst	130		-102
Unaccompanied Gst	286		Unaccompanied Gst	39		-247
Gst Total	518	41%	Gst Total	169	19%	-349
STR	-	0%	STR	77	9%	77
Emp	7	1%	Emp	10	1%	3
Re-entry	1	0%	Re-entry	29	3%	28
Total	1,273		Total	881		-392



GOLF

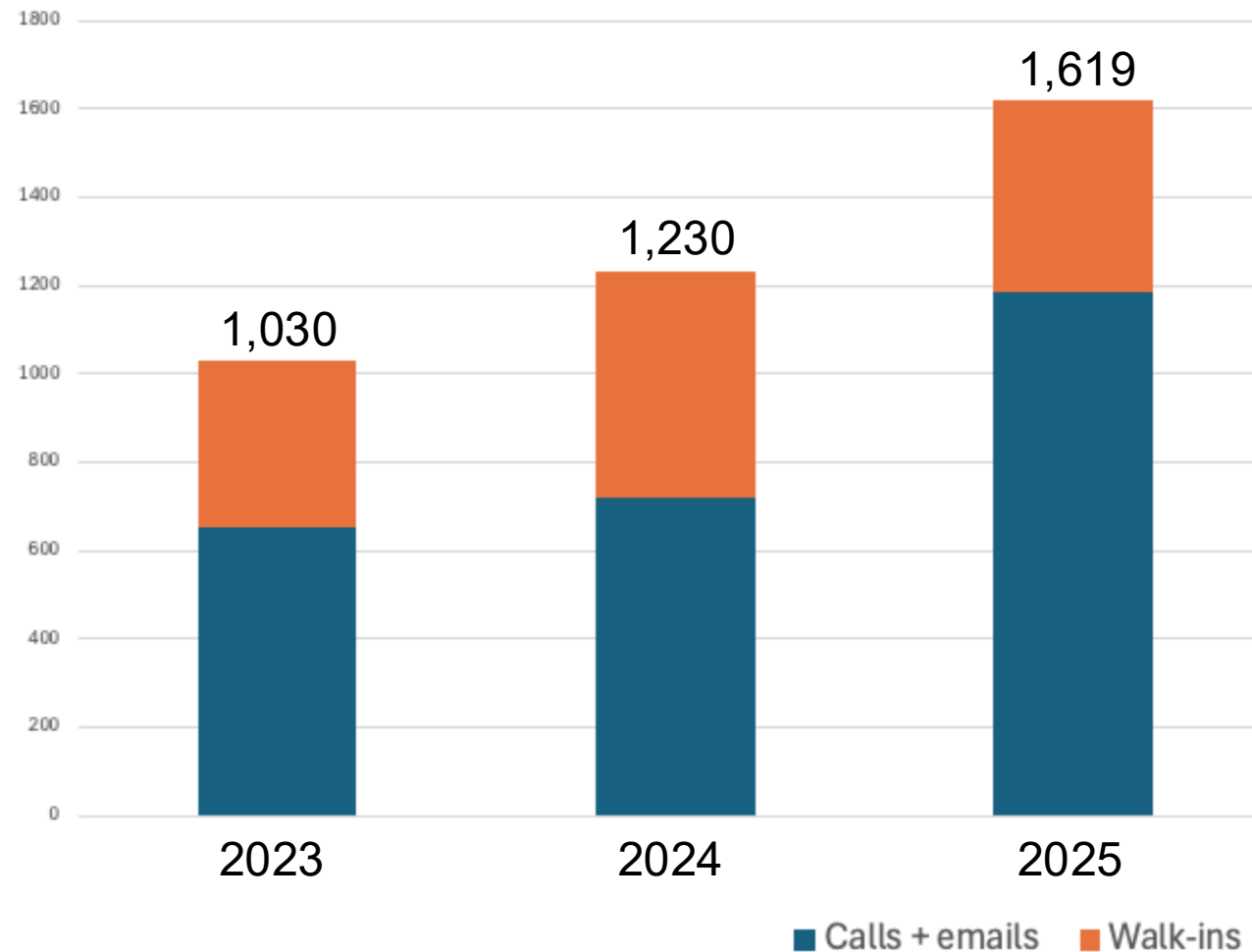
July 1-7, 2024			June 30 - July 6, 2025			Variance
Member Rounds	521	42%	Member Rounds	550	42%	29
Gst Rounds	270	22%	Gst Rounds	261	20%	-9
Public Rounds	96	8%	Public Rounds	166	13%	70
Pass Rounds	180	15%	Pass Rounds	208	16%	28
Member	unk		Member	107	8%	
Public	unk		Public	101	8%	
Pack Rounds	119	10%	Pack Rounds	86	7%	-33
Member	unk		Member	84	6%	
Gst	unk		Gst	2	0%	
Other	21	3%	Other	41	3%	20
Total	1,207		Total	1,312		105

- ForeUp software has affected round volume and especially public round volume now that all available tee times are visible to all potential players
 - Total rounds up 8% during a very busy period
- Course conditions are the best they have been in years, especially early season, which has created momentum for the operation
 - Other local courses struggled with disease this spring
- Pack and pass round types were not available through RTP reporting in the past, but we now have this visibility through ForeUp
 - “Public” season pass play is higher than assumed in the past



MEMBER SERVICES OFFICE

- Steady uptick in support due to reservation challenges, in addition to amenity access rule changes
- Support leveled out July 4-6



SATISFACTION (from Zendesk)

- **2025:** 94.5% from 165 tickets
- **2024:** 100% from 51 tickets
- **2023:** 95.8% from 46 tickets

* Satisfaction surveys are sent to tickets at random through the software.

FOOD + BEVERAGE

- Operated both The Lodge and Pizza on the Hill 7 days a week during the holiday
- Reservations at the Marina impacted sales on July 1-3
- New Marina Bar took in \$26,996 in sales alone. Very strong performance and enhanced member experience.
- Alder Creek Cafe offered no grill service and was budgeted for 2025 to decrease in revenue as part of a strategic pause to assess the overall strategy of a more sustainable food service in the future

Food and Beverage Revenue - Holiday Week			
	2025	2025	2024
Food and Beverage	Budget	Actuals	Actuals
Marina F&B	39,105	52,810	50,703
The Lodge	72,635	61,691	79,496
Pizza on the Hill	36,282	30,138	33,933
Alder Creek Café	6,485	5,610	10,119
Summer F&B	24,915	30,535	33,099
Totals	\$179,422	180,784	\$207,350

THANK YOU

